

EVERSALES

School Opening Number, 1927

—A Magazine of Retail Selling Ideas

Users call the
Wahl Desk Fountain Pen idea
the greatest advance in writing
equipment since the invention of
the fountain pen!

You can see at a glance how strikingly beautiful are Wahl Desk Fountain Pens.

But you cannot know how extremely practical and convenient they are, for business or personal use, until you take them in your hand.

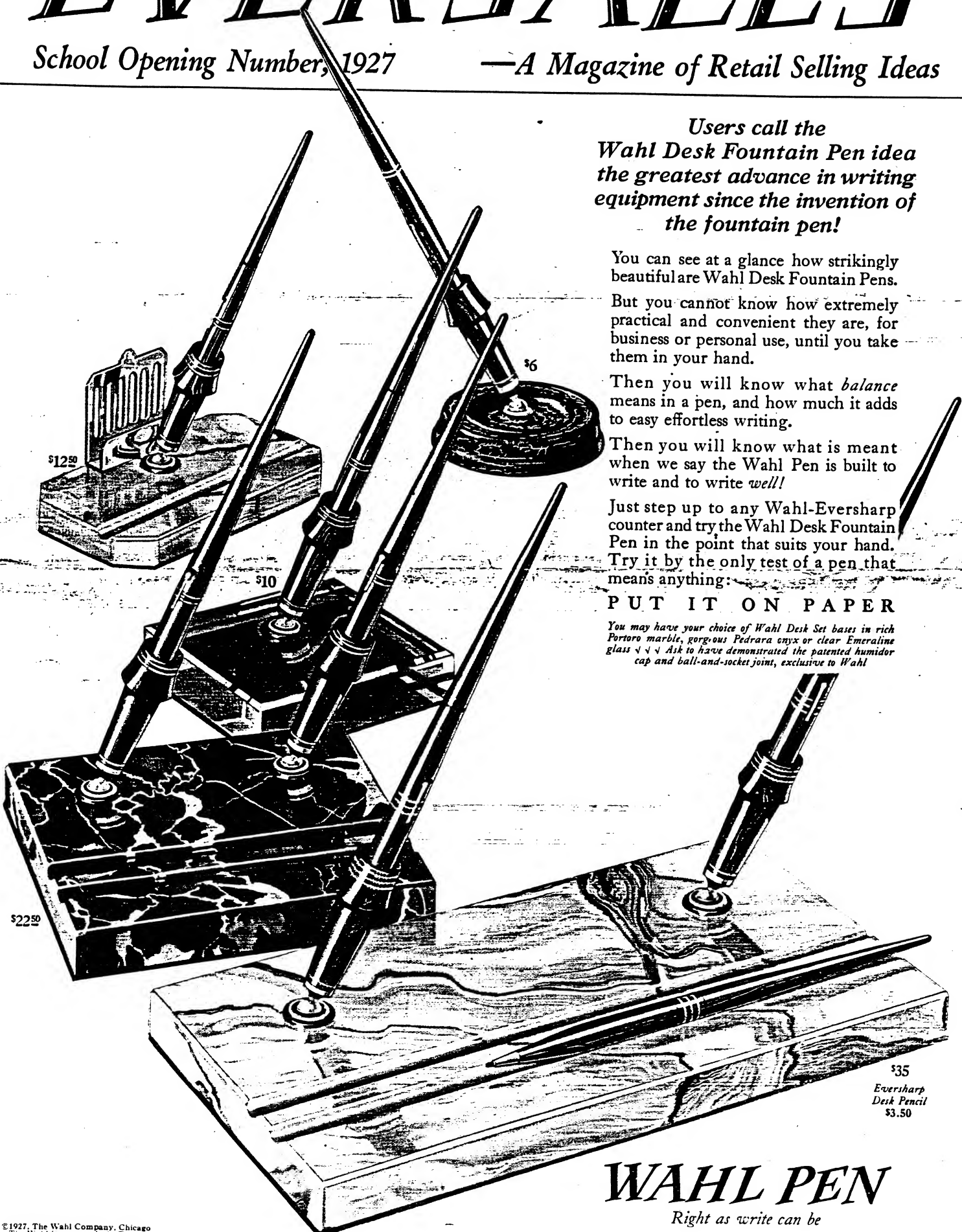
Then you will know what *balance* means in a pen, and how much it adds to easy effortless writing.

Then you will know what is meant when we say the Wahl Pen is built to write and to write *well!*

Just step up to any Wahl-Eversharp counter and try the Wahl Desk Fountain Pen in the point that suits your hand. Try it by the only test of a pen that means anything:

PUT IT ON PAPER

You may have your choice of Wahl Desk Set bases in rich Portoro marble, gorgeous Pedrara onyx or clear Emeraldine glass. Ask to have demonstrated the patented humidor cap and ball-and-socket joint, exclusive to Wahl.



\$35
Eversharp
Desk Pencil
\$3.50

WAHL PEN

Right as write can be

1927 WAHL-EVERSHARP 'IN-HOUSE' PUBLICATION, EVERSALES, PRESENTED THROUGH THE GENEROSITY OF MR. FRED KRINKE

Make Your School Opening Display Carry Human Interest

THE first purpose of a Wahl window should be to add prestige to your store; to say pleasantly, "Come in." The next function of the display should be to create sales direct from the window.

Now is the time to think about your SCHOOL OPENING window. Be conservative, simple and artistic in arranging your trim. It is not hard to do. A window display that says, "Come in," to the passerby is not necessarily elaborate—on the contrary, the simple display is the one that attracts more favorable attention. The persons hurrying by can get a definite impression of a simple display and his or her attention being caught, they stop for more careful scrutiny.

Remember that your Wahl window is the one factor most important to bring in new Wahl customers. It carries its message to the hundreds or thousands who daily pass your store. The casual passerby judges your store solely by its windows.

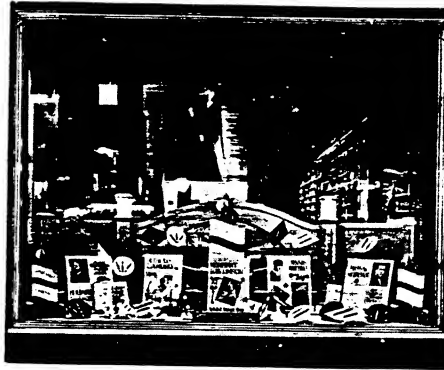
Your window is worth to you only what you believe it to be worth—and no more.

If you fill it with a conglomeration of odds and ends, people will know that you have "just a store" and nothing more. But, if you will trim your windows with a definite purpose in mind each time, making each display or section of your display sell one thing or one idea, it will be more forcibly conveyed to the passerby. The successful window must contain "human interest."

Try Out This Idea

Mr. F. W. Lennebacker, window display manager for Gregory, Mayer & Thom of Detroit,

Michigan, one of our good customers, worked out the "human interest" idea very forcibly, as shown by the illustration on this page entitled, "A Typical Wahl Human Interest Window." Mr. Lennebacker says the window was a huge success in creating Wahl sales.



A Typical Wahl "Human Interest" Window
Winner of First Prize in Eversales Contest

This window display contained actual photographs of local theatre stars with a testimonial letter opposite each one, saying something about the quality writing merits of WAHL PENS. Each one of these testimonial-photo cards was made up in harmonizing colors to match the balance of window setting.

The theatrical stars were playing in Detroit

during this display which gave the windows plenty of attention value and tied up nicely with local theatre houses. Aside from this novel arrangement, Mr. Lennebacker staggered Wahl merchandise throughout his setting, neatly tilted on cutout cards and utilized many of the attractive Wahl cards furnished for trims.

We feel proud of this window and have awarded Mr. Lennebacker first prize in the Eversales Window Display Contest. He received a check for \$25.00 for his effort.

Originality

A window display nowadays, to be real attractive and actually create sales, should have originality. Originality means nothing more than doing something better than it was ever done before. It may be dignified—and that is good, for dignity needs no tinsel trappings, and is recognized alike in village lane and city street. It can be unique. But bear in mind that unique does not mean "freakish." A "freak window" will draw a crowd anywhere, but a "freak window" crowd never buys.

Indicate on the order blank enclosed your display requirements. These cards have been prepared especially for you to dress up a striking SCHOOL OPENING WINDOW.

School begins soon. Let's get in a good looking window. Send us a photograph or snapshot for the Eversales Display Contest held every two months. Prizes range from \$5.00 to \$25.00 in cash, and many \$5.00 merchandise prizes are awarded.

Prize Winners In Window Display Contest

Mr. L. F. Jodry of the Robert Koerber Company, Fort Wayne, Indiana, trimmed the illustrated Wahl window below. We are awarding Mr. Jodry third prize a check for \$10.00 for his good work. The window is neatly arranged and pleasing to look at. A fine representation of Wahl products is featured, which created many sales as well as curiosity seekers.

Left: Here's a beautiful Wahl display arranged by Mr. D. Wheeler, Advertising Manager of J. L. Mitchell Jewelry Co., Houston, Texas. The butterfly idea at left together with other charm of artistic arrangements makes this window very impressive. It sold plenty of Wahl merchandise. We are glad to send Mr. Wheeler our check for \$15.00 covering second prize in the Eversales Display Contest, for his splendid effort.

Below: This large, well arranged display, instigated by Mr. Hones Trimmer of the Barber Photo Supply Co., Winston Salem, N. C., has been awarded a \$5 cash prize. Mr. Trimmer has used a good assortment of display cards and aroused considerable interest in Wahl goods.

A display by Mr. H. O. Shabeleford of Tipson and Meyers, Washington, D. C., has been awarded a \$5.00 cash prize. The "dollar" EVER-SHARP idea is forcibly conveyed and the window as a whole is attractively trimmed.

ONE OF THE BEST USES OF ORIGINALITY IS TO DO COMMON THINGS IN AN UNCOMMON WAY

EVERSHARP Red Top Leads

MANUFACTURE, DIFFERENT KINDS, HOW USED
AND SELLING SUGGESTIONS

THE fashioning of materials into marking leads is one of the oldest industries. The *EVERSHARP* pencil, which was the first successful mechanical pencil offered the public, has revolutionized methods for making leads.

The severe specifications of size and strength of lead for mechanical pencils make efficient production of them far more difficult than of lead for the ordinary, wood-encased pencil. The various hardnesses of lead for the ordinary wooden pencil result simply from variations in proportions of the materials used.

The diameter of Red Top Lead runs in three distinct sizes or classifications: Largest size used for checking pencils is .120 of an inch in diameter. Medium size used for Jumbo *EVERSHARPS* is .075 of an inch in diameter. Small or standard size used for standard *EVERSHARPS* is .046 of an inch in diameter.

As you perhaps know there are two kinds of lead—black and colored. In this article we shall endeavor to tell you how these leads are made, the different kinds and a few suggestions that should be helpful in selling *EVERSHARP* Leads over your counter. You should have some idea of lead manufacture and its various uses in mechanical pencils.

Materials Used in Black Leads

The materials used in the making of black lead are: first, a blend of plastic binding clays, and second, the purest graphites obtainable,

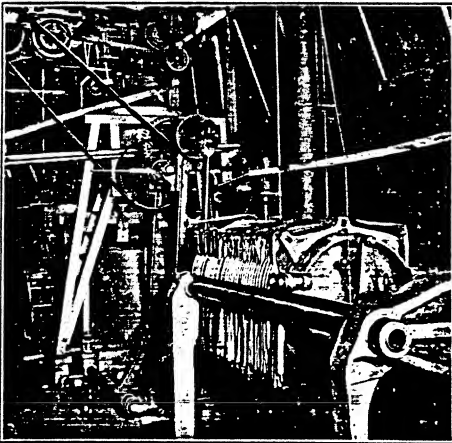


Fig. 1

both flake and amorphous (shapeless), blended according to the quality of leads desired. Mixing clay and graphite is a long, slow process. The materials are ground together until they become creamy, then they are poured in a filter press, shown at right in Figure 1.

This mixture of clay and graphite now in the filter press goes through a process of washing and filtering. Then it is pressed through what we call a pug mill machine, which brings the mixture out in large rolls, about four inches long, and three inches in diameter.

These large rolls are next put away in a drying cabinet for one week. Then they are placed in a machine similar to an old-fashioned meat-grinding device, which brings the lead mixture out in the form of small pellets. From here these

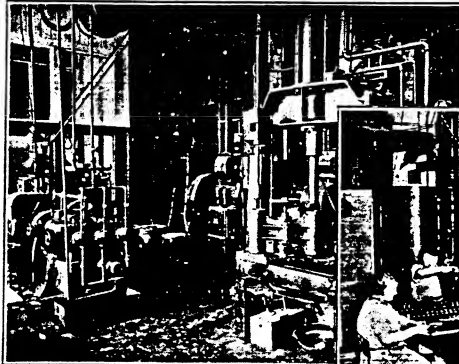


Fig. 2

lead pellets are put in a revolving screen for five hours with humid air blowing on them all the time to dry out the mixture.

When removed from the revolving screen the pellets are placed under a hydraulic press and pressed out through diamond dies of this huge press, making the desired lead diameters. The machine at the right in Figure 2 is one of these presses.

We are now beginning to see a true likeness of *EVERSHARP* Red Top Leads that are sold all over the world.

As the lengths of lead come out of the diamond dies of the hydraulic press they are tested for correct diameters and then quickly wound around a coiler drum. As soon as the drum is full the lengths are immediately unwound on a smooth metal plate for straightening. These plates carrying the lengths are then placed in a humidity cabinet to dry, in which the air is kept moist and warm. After twenty-four hours these plates are removed from the humidity cabinet and put into a knife-cutting machine where the lengths are cut into standard Red Top Lead sizes of $1\frac{3}{8}$ " long.

At this point the second inspection is made for crooked lengths, scratches or any other imperfections noticeable. The two girls shown at extreme left in Figure 3 are running the lengths of lead through the cutting machine, bringing them down to $1\frac{3}{8}$ " long. The other girls are shown packing the pencil-length leads into the crucibles, which go in the furnace or firing box.

Firing

After the leads have been transferred to clay-graphite crucibles boxes, and the covers sealed, they go to the furnace room. These crucibles remain in the furnace for a certain length of time, depending upon the strength of lead desired. Both the crucibles and lead are red hot when they are taken from the furnace. Each crucible box holds approximately 250 gross sticks of leads and eight of these boxes constitute a furnace load. The fired leads of one furnace load have a retail value of \$3600, priced at 15¢ per eighteen sticks of leads in the Red Top *EVERSHARP* lead boxes. An average of three firings per day are made, five days a week, throughout the year.

Lead Strength

Heat regulations make possible the different grades of hardness in lead. A different temperature for each grade of lead is used to produce

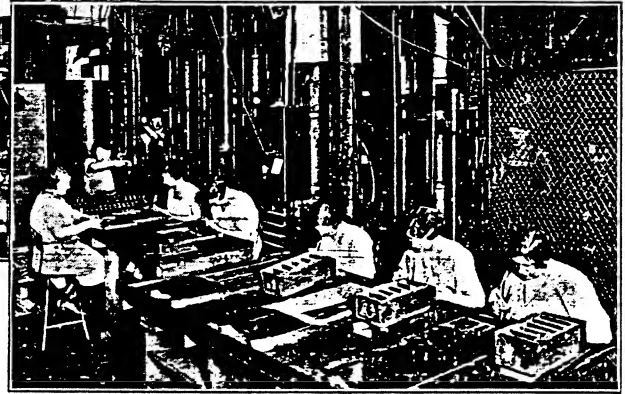


Fig. 3

the hardness of the different grades. The heat affecting the lead contained in these crucibles is regulated with the most up-to-date scientific heat-regulating devices to make possible the many grades of *EVERSHARP* Red Top Leads.

Testing and Final Inspection

The Testing and Final Inspection Department is where lead diameter measurements are made and cross-breakage strength of the leads, that have just been taken out of the furnace or firing box, is tested. The fired leads are then soaked in wax mixtures. After solidification of the wax, the cross-breaking test is again made and a test made for writing quality. The writing-quality test consists of writing a few words, always using the same grade of paper. *EVERSHARP* Red Top Leads have a higher cross-breaking resistance than any other lead.

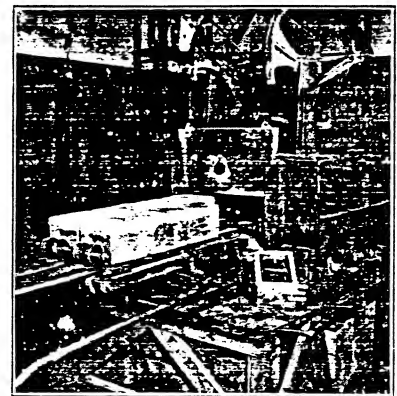


Fig. 4

Waxing and Polishing

The leads are then put into a waxing cabinet where fifty gross units of the fired leads are soaked for a given time in a suitable wax mix-

KNOW ALL THE FACTS ABOUT THE MERCHANDISE YOU SELL

ture according to the degree of lead. After sufficient drip the leads are placed in the heated, rotating tumbler. Hardwood sawdust of definite fineness is tumbled with the leads to reabsorb the wax from the surfaces of the leads to prevent the leads from sticking together.

After sifting the leads from the sawdust they are placed into a second shaker where the leads are polished. The waxing treatment of colored leads is very much more difficult without changing the strength and diameter of the colored leads. Waxing of these leads is primarily to coat them, making them less absorbent to moisture. Practically all makes of colored and indelible leads will soften and swell materially under certain conditions of temperature and humidity, because of a gum composition used instead of the graphites that are found in black leads.

Loading and Packing

We are now coming to one of the most interesting places in the making of lead. The loading machine, that automatically drops 18 sticks of lead into the Red Top tubes or container, is almost "human." The machine operates in a very complicated fashion but never misses one stick of lead. An operator sits at this machine all day putting in empty tubes and placing caps on those that are filled with 18 sticks. Only experienced girls can operate these machines as they require steady nerves and quick operation. After the tubes are capped they are then ready for packing, which is handled in the same department.

Grades

The .046 diameter black lead or standard size is made up in the following seven different grades:

| | |
|---------------|----------------|
| 2B—extra soft | H—hard |
| B—soft | 2H—medium hard |
| HB—medium | 4H—extra hard |
| F—firm | |

The .075 comes in two grades—soft and medium soft. The .120 also comes in two grades—medium soft and extra soft. The extra soft .120 lead, that we call our checking lead, is somewhat greasy, to allow impressions to be made on smooth surfaces, such as glass, etc.

Colored Leads

The interesting process of making colored leads is practically the same as black leads with these exceptions:

1. Clay, chalk and aniline dyes are used to begin the mixture without any graphites.
2. Colored leads are not put in the furnace or firing box. The strength of colored leads is worked out by certain gum compositions instead of the intense heat treatment.

It is because of the use of chalk instead of graphite and the fact that the leads are not baked that colored leads are much softer than the softest black lead and break so much easier.

It is natural to suppose that a stick of colored lead having a bright color would make a brighter colored mark. This is not true. Leads of high color density look quite pale in the stick. Compare Red Top Colored Leads with any other colored lead and Red Top Leads will look weaker in color. But write with each and you will note that Red Top Leads make the brighter mark. Impress this fact on your customers.

Production

The Wahl Company ship out approximately sixteen million sticks of lead every month, so you can appreciate why people ask for Red Top Leads—they are the best and should be foremost in your mind as well as in the minds of your customers.

On Your Counter

What a convenience an *EVERSHARP* Red Top Lead Stand is on your counter for the person who wants a tube in a hurry. They don't want to wait for such a small item. And what a splendid advertisement one of these stands is for *EVERSHARP* Pencils.

A good selling point to lay stress on is that *EVERSHARP* Red Top Lead is very durable in all sizes and grades. Lead in a wooden pencil has a tendency to break easily, but when Red Top Leads are used in *EVERSHARPS*, there is a substantial support of a tight tip and a barrel support that permits greater pressure on the lead than in wooden pencils.

WAHL WELL Going Big Everywhere

IN our graduation issue of *Eversales*, sent you three months ago, we illustrated many features of a new Wahl achievement—the *WAHL WELL*. So that you will be thoroughly familiar with this popular device for filling fountain pens, we shall give you a few more facts to tell your customers. There is nothing better on the market today, and you should capitalize on this big selling item.

The *WAHL WELL* is the first satisfactory device ever offered for filling modern fountain pens without getting ink on the pen barrel or your fingers. It is the result of many months of work in our experimental department to develop a fountain-pen filling device which would be easy to operate, preserve the quality of the ink, avoid sedimentation and evaporation, withdraw all the ink without tipping, prevent pen point from coming in contact with the hard glass surface and eliminate the messiness which has always accompanied the filling of a fountain pen.

A Wonderful Convenience

Every person who has a desk set or an ordinary fountain pen, should have a *WAHL WELL* in his desk drawer. With it, it is but a minute's work to stick the pen in the rubber stopper, hold it there for ten seconds until the ink sac draws a full charge of ink, and then when you take it out it is ready to write—there is no ink on the lower barrel section which must be wiped off.

The bottle itself is unusual and attractive in shape and is further distinguished by a red cap. It holds six ounces of the best quality permanent blue-black fountain-pen ink it is possible to manufacture. The list price is fifty cents.

Each bottle is packed in a most attractive blue cardboard box with a red top. Twelve *WAHL WELLS* are packed in a carton and the minimum



order is one dozen bottles. Regular discounts apply, depending on the quantity of ink ordered. Ink is not subject to return-for-exchange nor can we accept other goods in exchange for ink. A three-panel counter and window display card, die-cut to hold one *WAHL WELL*, is packed in each carton of one dozen bottles.

WAHL WELLS sell themselves if you will but display them on your counter and fill pens from one of the bottles. We know, because it has been done. Also, do not forget to sell a *WAHL WELL* as standard equipment with each desk set.

Illustration No. A5216: In addition to *WAHL WELL* display-card No. A5167, we have

worked up something new, as illustrated here. This counter card No. A5216 is 8x10 inches and comes in seven colors. It is die cut, so that an actual *WAHL WELL* slips under point of illustrated pen, as shown.



Engraving Machine

HERE'S an idea well worth mentioning to help your sales on *EVERSHARP* pencils and *WAHL PENS*.

One of our customers has written us a long letter saying what a big help an Engraving Machine has been in boosting his pen and pencil business. This dealer engraves the name or initials, free of charge, on every *EVERSHARP* and *WAHL PEN* that he sells. He claims that 90% of the pen and pencil business in his town is purchased at his store.

An engraving machine centered in a Wahl window trim would certainly surprise you in sales. Try it.

Cover Design

THE colored desk-set advertisement shown on first page appeared in the July 30th issue of the Saturday Evening Post.

New \$5.00 WAHL PENS and New EVERSHARPS to Match for \$3.50

It is with great pride and satisfaction that the Wahl Company offers a new line of \$5 pens and new EVERSHARPS to match. This is not the same pen we have been selling for \$5, but is larger, and is the greatest pen value on the market today. It is made in three styles and

seven colors. The new colors, royal blue and coral, are illustrated on this page and can be had only in this \$5 line.

The time has come when people do not want to pay more than \$5 for a fountain pen. Realizing this trend in fountain-pen buying, the

Wahl Company began several months ago to develop a \$5 pen that contained everything that people want in a fountain pen. The outstanding features of this line of pens are as follows:

Price

Seventy-two per cent of the money now being spent for fountain pens, is spent for pens retailing at \$5 and less. Therefore, our price of \$5 on a pen of such great value is helping to step up the price of fountain pens to the maximum that the great majority of pen users will pay, likewise increasing dealer profits.

Size

Thorough investigation indicates that a pen of .505 diameter (approximately one-half inch) will fit more hands and be more often preferred to other diameters. That is the size we have made this new \$5 pen. It is big in appearance, but not too big for comfort. It is the largest standard make of pen retailing for \$5 on the market today, and compares most favorably with pens selling at a higher price.

Color

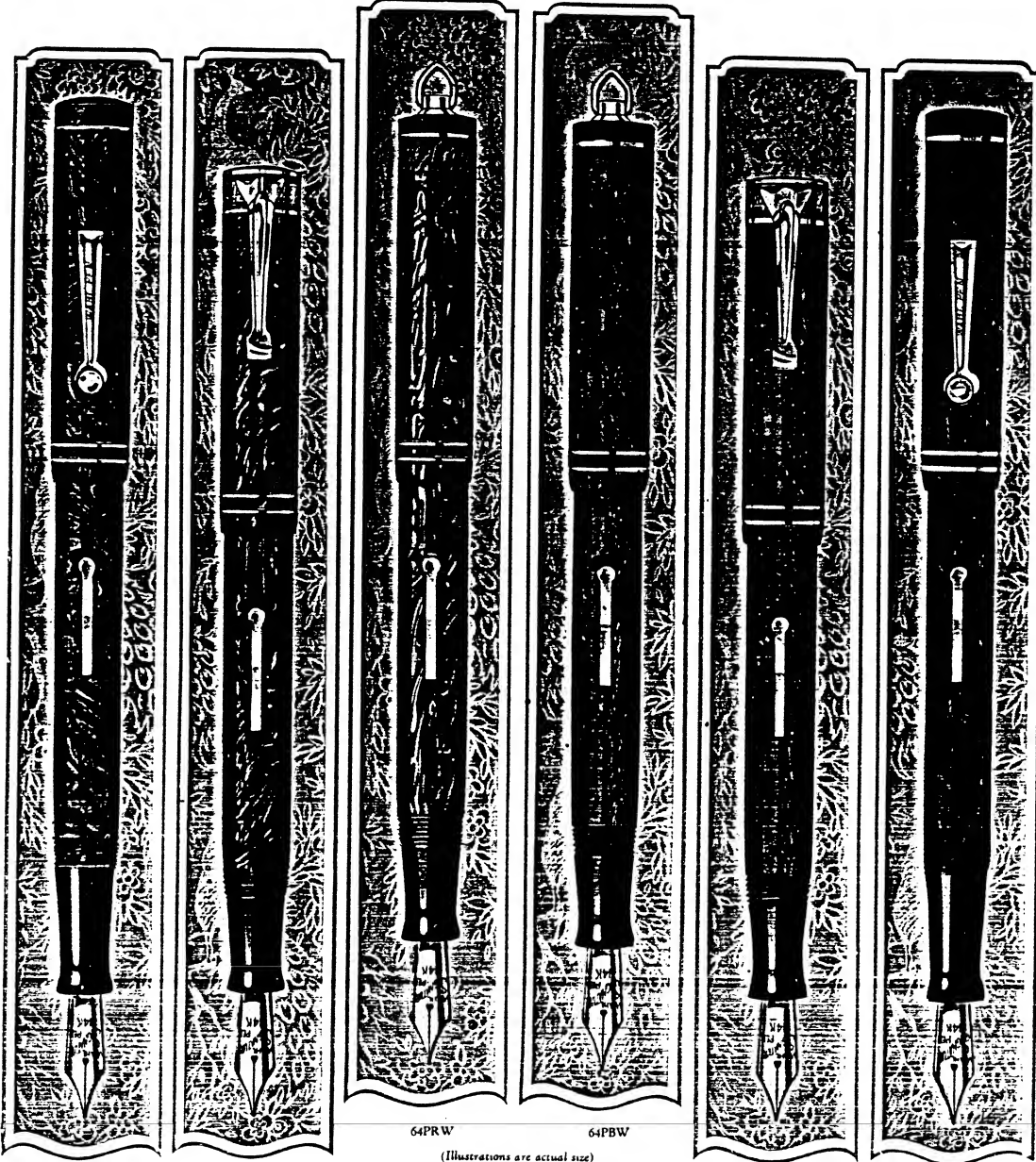
People are "eye-minded." They like what pleases the eye. For that reason we have made this new \$5 pen in the seven colors that have been found to be most popular. Dealers with the Wahl line can satisfy every customer because "Wahl makes them all."

Style

There are three styles of pens that will satisfy all needs and desires—long with clip for men; short with ring for ladies, and short with soldier clip on the cap.

Construction

These new pens are the best quality Wahl workman-



84PR

64PRC

64PRW

64PBW

64PBC

84PB

NEW \$5 PENS

Equipped with Wahl Signature Nib unless otherwise specified

| Number | List Price | Tel. Word |
|--------|------------|-----------|
| 84PR | \$5.00 | SPUNB |
| 64PRC | 5.00 | STALZ |
| 64PRW | 5.00 | STAFF |
| 64PBW | 5.00 | STAMB |
| 64PBC | 5.00 | STANC |
| 84PB | 5.00 | SPURD |

- Oversize Coral Pyroxalin barrel, highly polished; yellow gold-filled roller clip, filling lever, bands and tasse; No. 4 nib.
- Coral Pyroxalin barrel, highly polished; yellow gold-filled soldier clip, cap, filling lever, and bands; No. 4 nib.
- Coral Pyroxalin barrel, highly polished; yellow gold-filled ring, filling lever and bands; No. 4 nib.
- Royal Blue Pyroxalin barrel, highly polished; yellow gold-filled ring, filling lever and bands; No. 4 nib.
- Royal Blue Pyroxalin barrel, highly polished; yellow gold-filled soldier clip, cap, filling lever, and bands; No. 4 nib.
- Oversize Royal Blue Pyroxalin barrel, highly polished; yellow gold-filled roller clip, filling lever, bands, and tasse; No. 4 nib.

COMBINATION SETS

Packed in attractive gift boxes, the pens illustrated above make attractive sets when combined with pencils as follows—

| | | | |
|-------------------|----------------|-------------------|----------------|
| 84PR with K40C | \$8.50 the set | 64PBW with K40BSW | \$8.50 the set |
| 64PRC with K40C | 8.50 the set | 64PBC with K40B | 8.50 the set |
| 64PRW with K40CSW | 8.50 the set | 84PB with K40B | 8.50 the set |

YOU MUST VIEW THE FUTURE WITH GREAT EXPECTATION

The New \$3.50 EVERSHARPS Th

ship throughout. They have unbreakable barrels which are attractively ornamented. They have the largest ink capacity. They are free-flowing and have the self-starting Wahl comb feed.

Nibs

These pens are equipped, at no extra charge, with the famous Wahl signature nibs—a nib that is sturdy and still flexible enough to start

writing instantly and maintain a continuous flow. These nibs are standard, unless otherwise specified. There are thirteen other styles of nibs, from the finest flexible to the broadest "stick 'em in the floor" manifold, that can be had when specified. WAHL PENS have always been famous for their writing qualities, and these pens live up to the Wahl reputation.

Guarantee

These pens and pencils are backed by a broad unconditional guarantee, equal or superior to the guarantee of any other pen, regardless of price.

The Demand

Fountain pens have become style merchandise. Every season brings new style in pens which are designed to tempt the public. The alert merchant must keep his stocks in tune with these latest developments, in order to be successful.

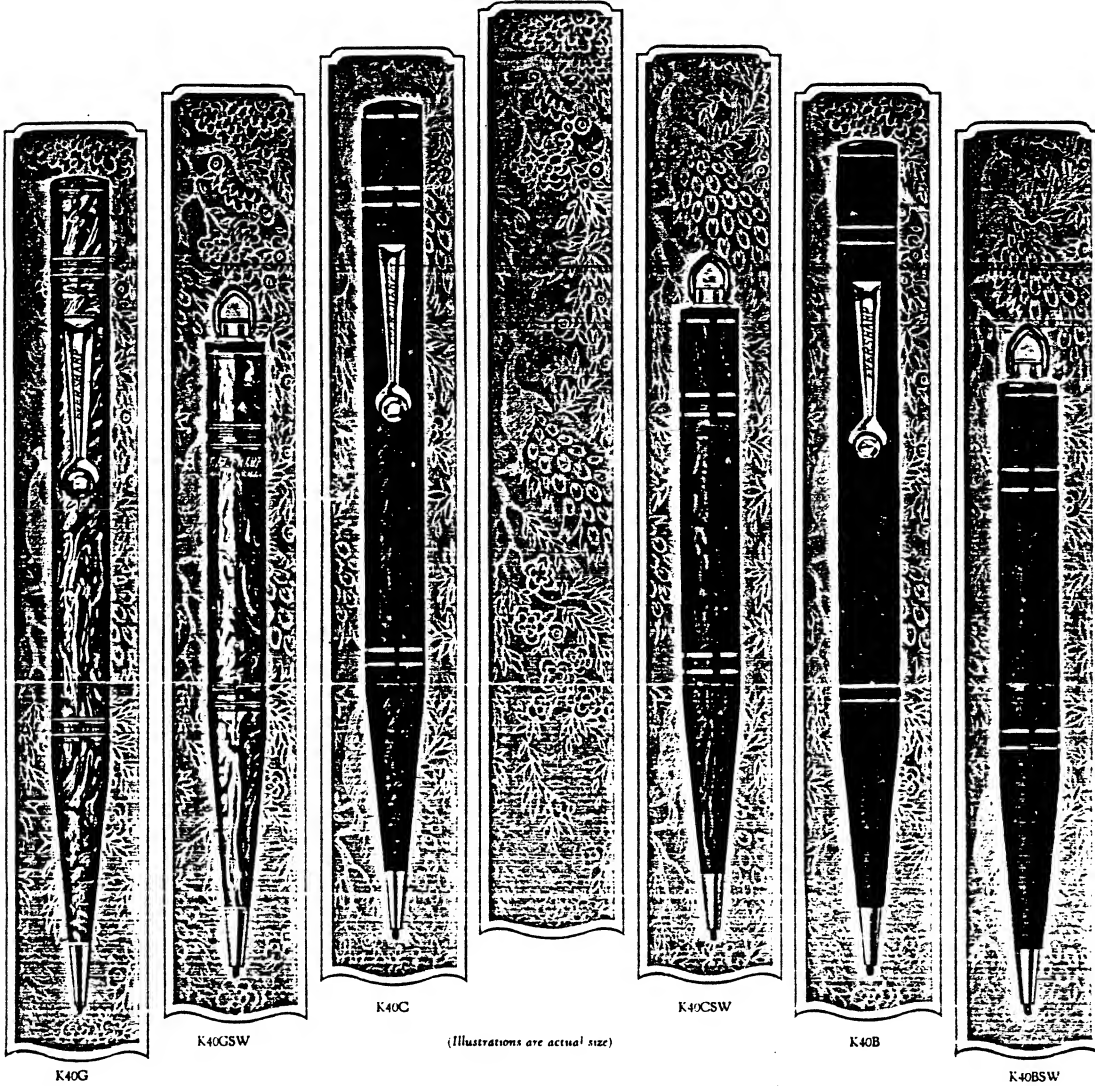
The new line of WAHL PENS and EVERSHARPS has been scientifically designed to meet the latest trends in public demand. What we did with the \$3 pen market when we brought out that line of pens about a year ago, we are now going to do with the \$5 pen market. If you were not in on that big sweep to the WAHL PEN, do not fail to get in on this big drive.

This new pen will be announced in full-page four-color advertisements in the August 27 and September 24 issues of the Saturday Evening Post. The same advertisement will appear in both issues, and a reproduction of it is shown on the back cover of this issue.

School Opening Merchandise

These new \$5 pens make ideal merchandise for school-opening time. It is just the price that students can and will pay for a pen. For that reason, you should feature it strongly at this time.

In addition to our Saturday Evening Post advertising, a four-color advertisement will also be run in the October issue of College Humor, which will be on the newsstands September 1. This publication reaches a great majority of college and high-school students and this advertisement will



NEW STYLE PYROXALIN BARREL PENCILS

Oversize Barrels with Straight Caps made of same material as Barrels
Each Pencil has Eraser under Cap and Leads in Magazine

| Number | List Price | Tel. Word |
|--------|------------|-----------|
| K40G | \$3.50 | TEOPF |
| K40GSW | 3.50 | THEGY |
| K40C | 3.50 | TEONT |
| K40CSW | 3.50 | THEBT |
| K40B | 3.50 | TEOMS |
| K40BSW | 3.50 | THAWM |

Long Jade Green barrel, highly polished; yellow gold-filled roller clip and bands; uses standard thin lead.
Short Jade Green barrel, highly polished, yellow gold-filled ring and bands; uses standard thin lead.
Long Coral Red barrel, highly polished; yellow gold-filled roller clip and bands; uses standard thin lead.
Short Coral Red barrel, highly polished; yellow gold-filled ring and bands; uses standard thin lead.
Long Royal Blue barrel, highly polished; yellow gold-filled roller clip and bands; uses standard thin lead.
Short Royal Blue barrel, highly polished; yellow gold-filled ring and bands; uses standard thin lead.

COMBINATION SETS

Packed in attractive gift boxes, the pencils illustrated above make attractive sets when combined with pens as follows—

| | | | |
|--------------------|----------------|-------------------|----------------|
| K40G with 84PG | \$8.50 the set | K40CSW with 64PRW | \$8.50 the set |
| K40GSW with 64GAZW | 8.50 the set | K40B with 84PB | 8.50 the set |
| K40C with 84PR | 8.50 the set | K40BSW with 64PBW | 8.50 the set |

THE ART IN BLOWING YOUR OWN HORN IS TO PLAY A TUNE THAT APPEALS TO THE OTHER MAN'S EAR

Match the New \$5.00 WAHL PENS —

be seen by them just at the time when they are thinking about their new school equipment. College Humor also reaches thousands of others who are prospects for pens and pencils.

In addition, we have some very attractive window display material which you can use in your windows and on the counter. These cards are illustrated on order blank enclosed. On page 11 are shown newspaper advertisements in the different sizes that you can use to announce to your public that you have these new \$5 pens, and *EVERSHARPS* to match.

New Style EVERSHARPS

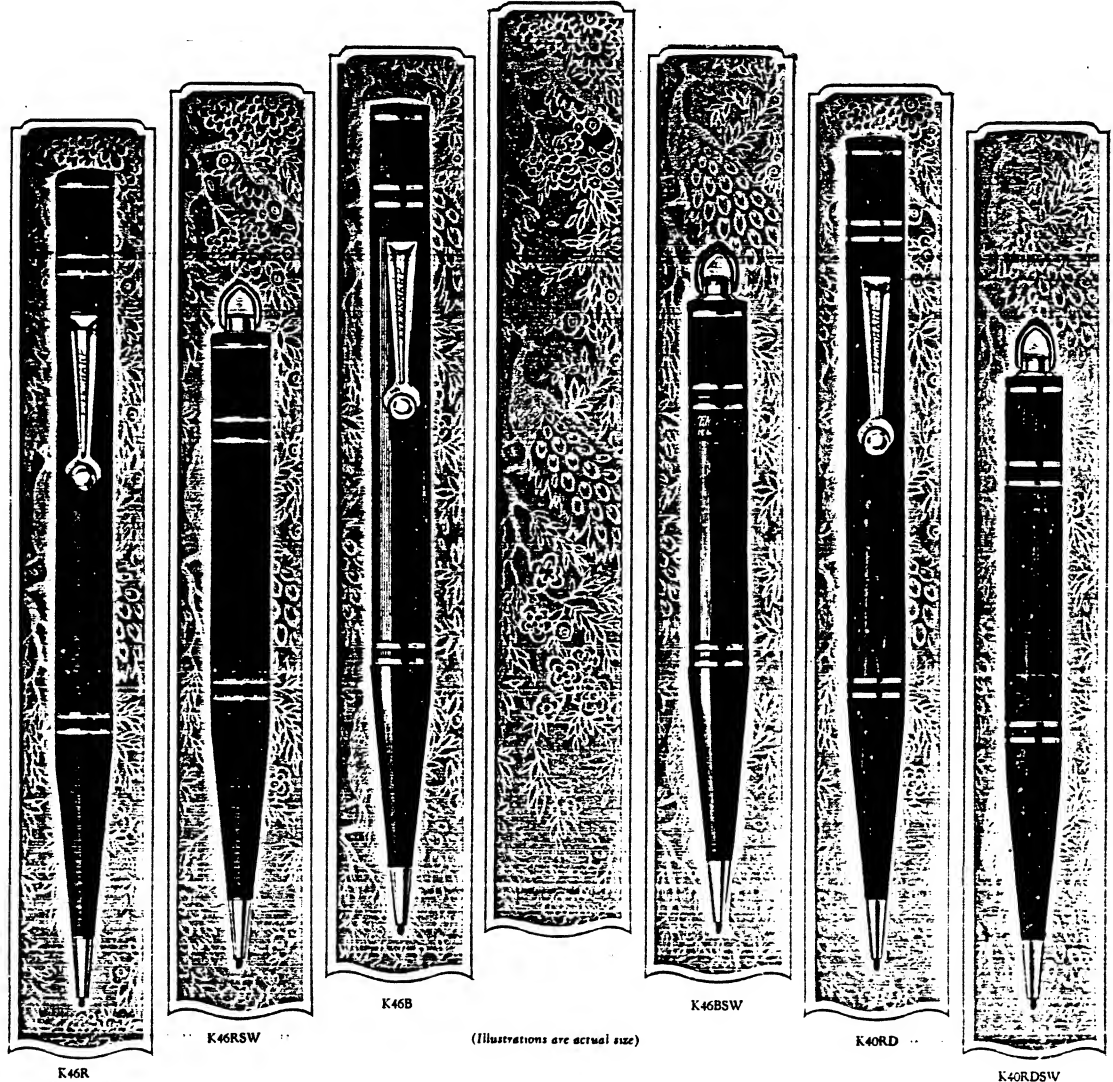
To match new \$5 *WAHL PENS* we have designed a new style *EVERSHARP* that is most attractive in appearance. The outstanding change is the substitution of a straight cap the same diameter as the barrel, and of the same material, in the place of the embossed gold cap. This gives the pencil a trim appearance and makes it look slimmer, although the barrels are of the same diameter as all of our oversize pencils.

The gold clip band at the top of the barrel has also been eliminated. This removes a great deal of gold at the top of the barrels, which has been an objection to some people. You will also note that the Wahl Roller-clip has been put on these pencils. This is the same clip that has been used on the *WAHL PEN*, and is very well liked, as it does not tear the clothing.

The narrow gold banding at the top of the pencil matches the banding at the top of the pen, and they make a very attractive appearance when in the pocket. The same standard *EVERSHARP* mechanism that made the *EVERSHARP* the first practical, mechanical pencil, together with all the improvements that have been added, will be found in these pencils—tight rifled tip, the only tip that holds the lead true and firm; the automatic quick-release, which makes it unnecessary to unscrew the magazine when the lead is exhausted; side-opening lead magazine and the eraser

under the cap.

Although this new pencil has been on the market but a few weeks, it has had a ready and unanimous acceptance. You should have a complete line of these new pencils. The other lines of *EVERSHARPS* with the embossed gold cap will not be discontinued, because there are many who will still want this pencil.



(Illustrations are actual size)

NEW STYLE RUBBER BARREL PENCILS

Oversize Barrels with Straight Caps made of same material as Barrels
Each Pencil has Eraser under Cap and Leads in Magazine

| Number | List Price | Tel. Word |
|---------|------------|-----------|
| K46R | \$3.50 | TEAZY |
| K46RSW | 3.50 | THABS |
| K46B | 3.50 | TEOCH |
| K46BSW | 3.50 | THACT |
| K40RD | 3.50 | TEOPK |
| K40RDSW | 3.50 | THAHY |

Long red rubber barrel with engine turned Grecian Border design; yellow gold-filled roller clip and bands; uses standard thin lead.
Short red rubber barrel with engine turned Grecian Border design; yellow gold-filled ring and bands; uses standard thin lead.
Long black rubber barrel with engine turned Grecian Border design; yellow gold filled roller clip and bands; uses standard thin lead.
Short black rubber barrel with engine turned Grecian Border design; yellow gold-filled ring and bands; uses standard thin lead.
Long Rosewood rubber barrel, highly polished; yellow gold-filled roller clip and bands; uses standard thin lead.
Short Rosewood rubber barrel, highly polished; yellow gold-filled ring and bands; uses standard thin lead.

COMBINATION SETS

Packed in attractive gift boxes, the pencils illustrated above make attractive sets when combined with pens as follows—

| | | | | | |
|--------|--------------|----------------|---------|-------------|----------------|
| K46R | with 846RRC | \$8.50 the set | K46BSW | with 646AZW | \$8.50 the set |
| K46RSW | with 646RW | 8.50 the set | K40RD | with 647RC | 8.50 the set |
| K46B | with 846AZRC | 8.50 the set | K40RDSW | with 647W | 8.50 the set |

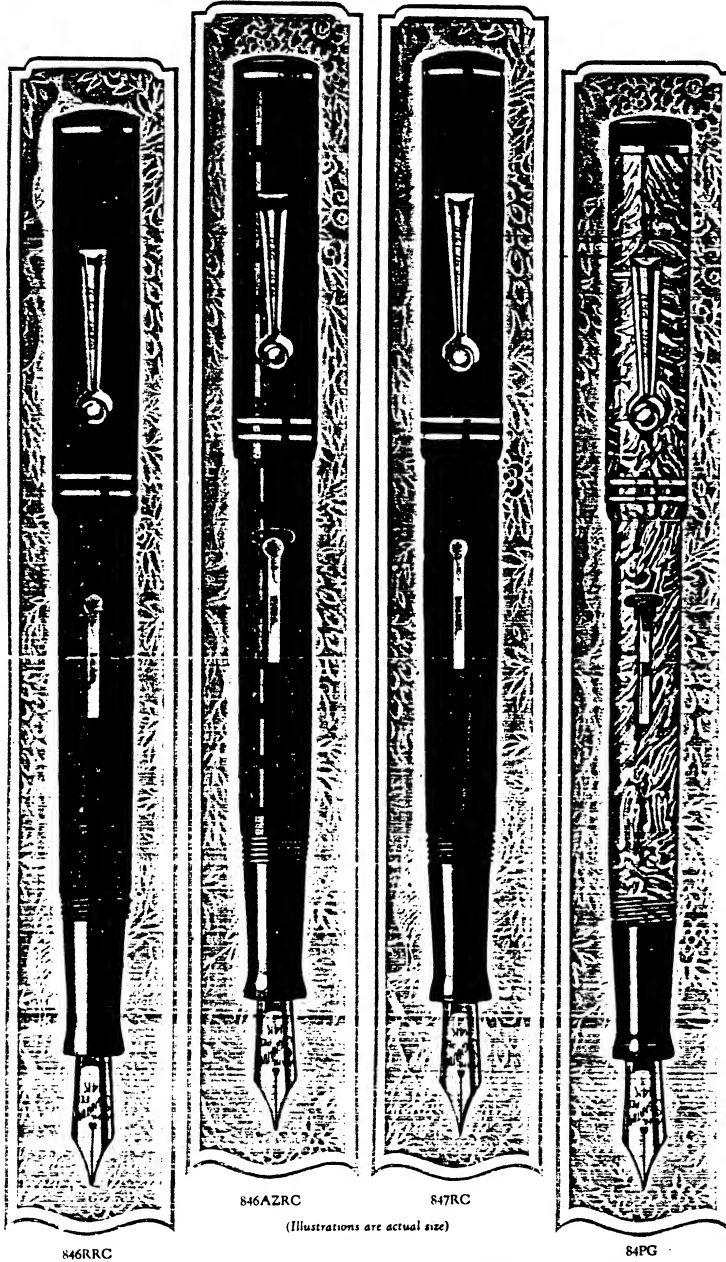
THE WAHL FIVE-DOLLAR LINE—WILL GIVE YOU SALES ALL THE TIME

New \$5 WAHL PENS

THE SEVENTH COLOR

THE pens illustrated on this page are the new size in the four colors that have been in the Wahl line for some time. Short pens with ring and with soldier clip are also available in these colors.

The seventh color that is not illustrated is the oxidized silver line with the Grecian Border design. No. 646D, \$5, is the long pen with No. 36, \$2, *EVERSHARP* to match. The ladies' ring pen in this line is only \$3. It is No. 326DW with No. 36, \$2, *EVERSHARP* to match.



NEW \$5 PENS

Equipped with Wahl Signature Nib unless otherwise specified

| Number | List Price | Tel. Word | Description |
|---------|------------|-----------|---|
| 846RRC | \$5.00 | SPOMY | Oversize red rubber barrel with engine turned Grecian Border design; yellow gold-filled roller clip, filling lever; bands and tasse, No. 4 nib. |
| 846AZRC | 5.00 | SHOHT | Oversize black rubber barrel with engine turned Grecian Border design; yellow gold-filled roller clip, filling lever; hands and tasse, No. 4 nib. |
| 847RC | 5.00 | SPOLX | Oversize Rosewood Rubber barrel, highly polished, yellow gold-filled roller clip, filling lever, bands and tasse; No. 4 nib. |
| 84PG | 5.00 | SPULY | Oversize Jade Green Pyroxalin barrel, highly polished; yellow gold-filled roller clip, filling lever, hands and tasse; No. 4 nib. |

So Clever

..... and So Needed



No. M-30 EVERSMA^RT Assortment

SCHOOL opening season is here! College and high school students, as well as every woman coming into your store, will be interested in your display of *EVERSMART* Manicure Compacts. Women have always wanted something of this sort, to slip into their handbags with powder and rouge compact and lipstick.

EVERSMART Manicure Compacts are going big all over the country, and we sincerely hope you, as our customer, are getting your share of this business. With every half dozen *EVERSMARTS* ordered by you we will supply, free of charge, the beautiful blue velvet stand, illustrated above, so that you may display *EVERSMARTS* on your counter in a very attractive way. This is known as Assortment M-30, list price \$30.00.

We also have a small blue easel stand suitable for holding one *EVERSMART*. If you have a display in your case of various kinds of compacts, you can readily understand the additional attention value a small, blue stand will have holding an *EVERSMART* among the other accessories.

Our experience has been, in talking to some of our large *EVERSMART* accounts, that this feminine necessity must be displayed to be appreciated. *EVERSMARTS* are more frequently purchased by those seeking gifts or novelties for personal use, so it is up to you to display this unique and practical article.

When you have created an interest for an *EVERSMART*, then demonstrate it. Remove the buffer and spill out the contents of combination file, emery board and manicure stick. Explain just how these different pieces may be used; then reverse the buffer and take out the two compartments in each end to show how nail polish, nail white and cotton may be used.

Though *EVERSMART* is distinctly novel in design, it is far more than a novelty. It is an indispensable accessory, a convenience that every well-groomed woman has long felt the need of but has hitherto been unable to secure.

EVERSMARTS offer a sales opportunity the equal of the powder compact, but with the vital additional feature of absolute exclusiveness. Because of its refill features it insures an additional source of revenue from renewal items.

Limited space does not permit us to illustrate our new *EVERSMART* display cards, but if you will drop us a line, we shall be glad to send you a complete set, or any other helps available that will aid you in getting better distribution of *EVERSMART* Manicure Compacts in your locality.

COMBINATION SETS

Packed in attractive gift boxes, the pens illustrated above make attractive sets. When combined with pencils as follows—

| | |
|-------------------|----------------|
| 846RRC with K46R | \$8.50 the set |
| 846AZRC with K46B | 8.50 the set |
| 847RC with K40RD | 8.50 the set |
| 84PG with K40G | 8.50 the set |

MONEY CANNOT BUY A BETTER WRITING PEN—THE NEW WAHL "FIVESPOT"

Retired EVERSHARPS

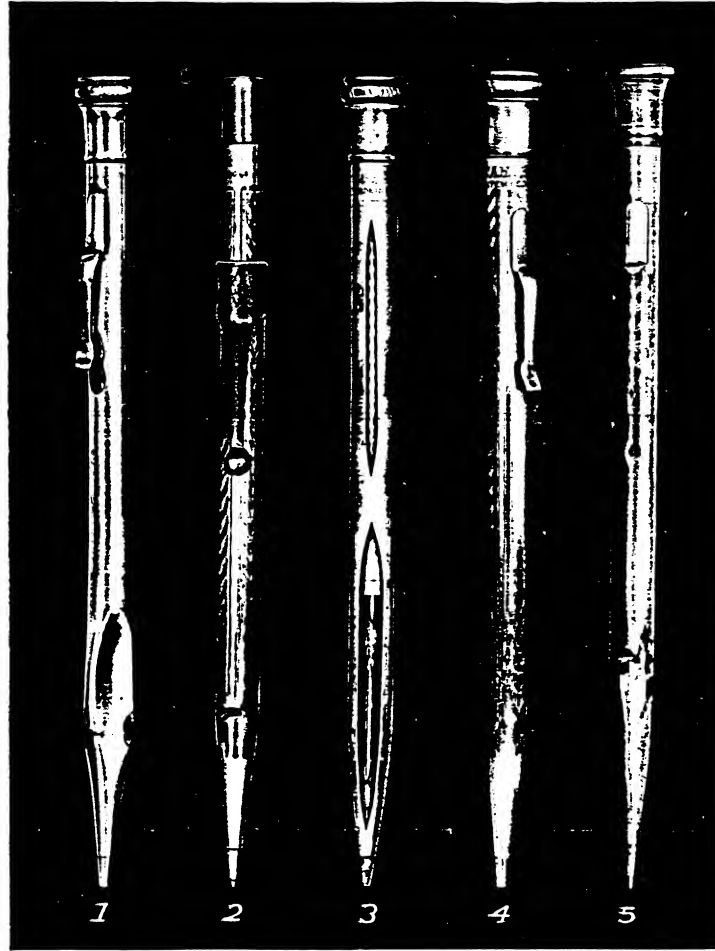
ILLUSTRATED on this page are five veteran *EVERSHARPS* that have served their owners well. Each one of these retired pencils has given faithful service from seven to thirteen years, and each one is worthy of continuing its battles on paper. Because of the desire to own something new of equal value and the innovation of new models, these retired *EVERSHARPS* have been supplanted by new *EVERSHARPS*.

Read the interesting history of these *EVERSHARPS*:

Illustration No. 1. This *EVERSHARP* was used day in and day out for ten years. The owner, Mr. McElwain, of the Irwin-Hodson Company, Portland, Oregon, sent it in to us as an example of *EVERSHARP* durability. Perspiration from fingers holding *EVERSHARP* are the only indications of wear.

Illustration No. 2. Another example of splendid *EVERSHARP* service. This pencil has been in constant use since 1914—thirteen years—and still the mechanism functions perfectly. Mr. Frank Blankey, of the Wm. E. Harmon Real Estate Company, forwarded us this *EVERSHARP* for our museum collections of old, retired *EVERSHARPS*.

Illustration No. 3. An interesting story surrounds the life of this *EVERSHARP*. It served its owner, Mr. Louis A. Zochi of Brooklyn, N. Y., for many years. One day while Mr. Zochi was working in the garden his *EVERSHARP* dropped and laid buried in the earth for two years. During spring planting, Mr. Zochi happened to dig up his treasured pencil, and has forwarded it on to us as a specimen of *EVERSHARP* quality. You will notice it has been split open



by frost in the ground, yet it still works. We are glad to have this rare specimen for our *EVERSHARP* museum.

Illustration No. 4. Ten years old and still going strong. The owner of this *EVERSHARP* turned it in to his dealer, Mr. McDonald, of the Singer Pen and Gift Shop, Pittsburgh, Pa., asking that it be forwarded on to us as a specimen of long and hard wear. Naturally it pleases us to know that even consumers delight in broadcasting the quality merits of *EVERSHARP*.

Illustration No. 5. Mr. G. C. Magnuson says, "Personally, I know of no other pencil that will give me the same amount of service as an *EVERSHARP*." Mr. Magnuson, of the Journal Press, Jamestown, N. Y., has constantly used this pencil for over seven years. Even though the design is about worn off, clip broken and a few dents here and there, this prominent newspaper man has strengthened his career by "putting it on paper" with an *EVERSHARP*.

The mechanism of the *EVERSHARP* pencil has not changed basically because the buying public has realized and recognized what a big success *EVERSHARP* has attained in the writing field. The design on barrels, addition of several new colors now in vogue and decoration by narrow gold bands have improved the attractiveness and popularity of the line.

The long life and endurance of *EVERSHARP* are continually being expressed to us by consumers and customers. Naturally information of this kind inspires us to tell you, so you in turn will have something more tangible to use in your selling conversation over the counter. Endurance and long life as well as successful mechanism have made *EVERSHARP* a popular by-word among pencil users today.

Desk Sets for Students

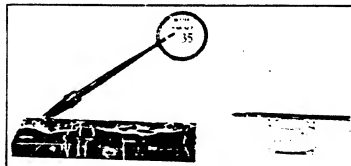
STUDENTS in colleges, high schools and commercial institutions are fast becoming familiar with the *WAHL DESK FOUNTAIN-PEN SETS*. Special requests from these outlets tell us that *Wahl* sets are preferred.

Many sets in the *Wahl* line are suitable for student use, depending upon color, material and style desired. In the back page of this issue you will find an illustrated Desk Set folder that shows a few of the models in actual colors and styles. Send us your order and get them on display; then let us know how many circulars you can use, imprinted with your name and address. Then, too, we have some very attractive Desk Set display cards that will give you a nice tieup to any local campaign you might run.

"Well," said the dying business man, "you better put in a clause about my employees. To each man who has worked for me 20 years I give and bequeath \$50,000."
 "But," said the lawyer, "you haven't been in the business 20 years."
 "I know it, man, but it's good advertising."
 —Everybody's.

Order These Price Cards and Increase Your Sales

THE illustration below shows how the Desk Set price cards and small cutout easels are set up. Are you taking advantage of the *Wahl* Desk Set and Pen and Pencil price cards? Both of the



above illustrated cards will greatly strengthen your sales on *Wahl* items.

The Desk Set Cards are extremely attractive and very colorful. A small slot in each card allows the pen to be inserted. This card sits perfectly rigid when on display and acts as a strong attention getter because of the brilliant

colors worked out in a bull's-eye arrangement. These cards may be ordered for any price *Wahl* Desk Set you carry. Just specify price and quantity desired, as we already have the price printed on each allotment of cards.

The Pen and Pencil easeled cutouts will display your *Wahl* merchandise individually. White space is allowed in center of these cutouts to permit you making a price on them. These easels are also attractively colored. (See order blank.)

Caution, Desk Set Buyers

WHEN you sell a *WAHL FOUNTAIN-PEN DESK SET* make this little suggestion about its use: If the pen is inserted too hard in humidior there is a possibility of pen not coming out with ease. A slight twist of the pen to the left or right will immediately release it from humidior.

A little pointer like this one is friendly conversation for your customer and helps to create confidence in selling something else.

ENCOURAGE WAHL WELL SALES WITH EVERY FOUNTAIN PEN PURCHASE

A Magazine of Retail Selling

VOLUME II SEPTEMBER 1, 1927 Number 3

Published by THE WAHL COMPANY

1800 ROSCOE STREET, CHICAGO, ILLINOIS

| | |
|---------------------------|-------------------------|
| THOMAS DREVER | President |
| A. G. FROST | Vice President |
| C. J. FRECHETTE | Secretary-Treasurer |
| W. F. WOODBURY | Comptroller |
| D. D. MUNGEN | Factory Manager |
| C. B. ROSS | Sales Manager |
| HAL JOHNSON | Sales Promotion Manager |
| B. U. BAKER | Advertising Manager |
| L. W. BRIGHAM | Credit Manager |

Branches

| | |
|------------------------------------|------------------------------|
| 570 SEVENTH AVENUE | New York City |
| A. C. GERHOLD | N. Y. Office Manager |
| 55 NEW MONTGOMERY STREET | San Francisco |
| E. M. GWINN | San Francisco Office Manager |

District Sales Superintendents

| | |
|-------------------------|--|
| C. S. SMITH | Olympic Hotel, Seattle, Wash. |
| J. M. SANDOE | 1317 Sherman St., Alameda, Calif. |
| V. J. RILEY | 1237 Granville Ave., Chicago, Ill. |
| A. G. BASSETT | 2445 Foster Ave., Chicago, Ill. |
| C. P. SCHOEN | 111 Laurelton Rd., Rochester, New York |
| C. P. NICOLAI | Gardner Apt. 8, Pine St., at 50th St., Philadelphia, Pa. |
| J. F. CRAWLEY | 9 Oxford Terrace, W. Orange, N. J. |
| R. H. RIDDELL | 297 Billings St., Atlantic, Mass. |

A bi-monthly publication devoted to a threefold purpose:

1. To serve as a medium through which dealers can exchange helpful merchandising ideas.
2. To serve as a medium through which we can publish information about Wahl products so that dealers and their salespeople can have a better knowledge of them and the best ways to merchandise them.
3. To create a spirit of friendliness amongst Wahl dealers their salespeople and the members of the Wahl organization.

Please address all communications to *The Editor*, EVERSALES THE WAHL COMPANY, 1800 Roscoe Street, Chicago, Ill.

Copyright, 1927, The Wahl Co.

Welcome, Visitors!

MAY we extend a hearty welcome to you and your friends to visit Wahl Headquarters any time you are in Chicago?

Last month we had the pleasure of entertaining Mr. Armstrong of Tacoma, Washington, and Messrs. Boerlocker and Schwarzenback from Zurich, Switzerland. Mr. C. T. Gillette, of the Spokane Dry Goods Co., Spokane, Washington, also stopped for a few minutes on his way to New York. These men, as well as all of our customers who visit us, are taken through our large factory office building, located on the north side of Chicago—1800 Roscoe Street.

If you are planning to be in Chicago this fall, come in and see us. We shall be more than glad to show you how WAHL PENS and EVERSHARP Pencils are made.

Repetition is Reputation

IT'S what we read about people that makes their reputations. It's from what people say about them that the world's estimate of their characters is formed.

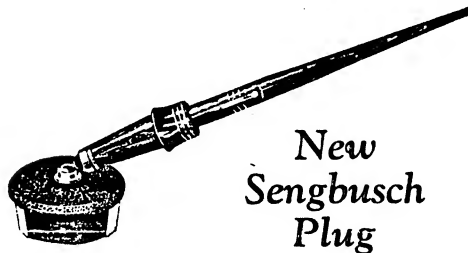
How good that reputation is, how long it endures, or how it is known to the masses, depends upon how often it is printed.

Mussolini is called the Savior of Italy by millions, maybe not because he is, but because those millions are so often told he is. Had he occupied front-page space but once, he would now be long forgotten.

Likewise the reputation of your store or establishment is built by repetition. You plan to carry the best merchandise, Wahl products and other products nationally advertised, to satisfy your customers. But do you constantly keep telling them about the quality merits of these products?

Repeat the news in your windows, on your counters and in local papers. Establish your store as a Wahl headquarters by repetition which will build reputation.

Advertising, to pay the utmost, must recognize the Law of Repetition. That means repetition of being consistent in displaying Wahl merchandise and telling your customers that you carry the best at a price any one can afford.



New Sengbusch Plug

WE are now offering you and your customers a WAHL DESK FOUNTAIN-PEN ADAPTER that fits into the standard round Sengbusch inkwell holder.

This new WAHL FOUNTAIN-PEN ADAPTER or Sengbusch Fitting replaces the common inkwell. A beautifully tapered regular 760 size Wahl Rosewood pen, neatly trimmed with narrow gold bands, with desk set humidifier cap is attached to this new Sengbusch Fitting which permits one to make a handsome WAHL DESK FOUNTAIN-PEN SET out of his old desk set. This adapter eliminates the old-fashioned and messy inkwell.

Those of your customers who are using Sengbusch inkwell stands may now have a WAHL FOUNTAIN-PEN DESK SET by removing the inkwells and inserting this new WAHL ADAPTER. It is a round wooden block, with crackled reddish tint enamel finish to match the Rosewood pen and humidifier cap. The sides of this adapter are fitted with spring clips to hold it firmly in the opening of the base or desk. See small illustration above.

Practically all inkwells today are uniform in size, consequently this new innovation for eliminating the inkwell will fit all bases that are equipped with an inkwell. You may convert the inkstand sets now on your shelves into fountain-pen desk sets with this adapter.

The outstanding advantage of this new WAHL ADAPTER is that it gives the pen user an absolute assurance of a neat and convenient device that is now in vogue and popular in the writing equipment field. (See order blank.)

Leaking Fountain Pens

FLOODING or leaking fountain pens are most generally caused by the following four reasons:

1. Punctured ink sac.
2. Improper fitting of pen point or nib on comb feed.
3. Permitting pen to lie flat when only partially filled.
4. Not screwing pen cap on barrel tightly enough.

Impress upon your customers that WAHL PENS are inspected many times before a final O.K. is put on the pen ticket. And for this reason, together with the unconditional guarantee, numbers one and two, mentioned above, cannot be considered faulty reasons for WAHL PENS to leak when first used.

Reason number three—When pen is only half filled and is laid flat on a table, the ink does not cover all the inside of the feed. This permits air to enter the sac and let ink out. It is because of this fact that we do not permit the pens in our desk sets to lie flat.

Reason number four, however, should be explained to every purchaser of a WAHL PEN—"Not screwing pen cap on barrel tight enough." By screwing the cap on tightly, the nib rests in an air-tight compartment made by the end of the barrel fitting up tightly against the inner cap. If cap is not screwed on tight, the air will escape, permitting the ink to leak out of the pen.

As an example: Take an ordinary bicycle pump, pull out the handle or pump rod; then place a finger at the tip of the hose to prevent the air from escaping. You will discover that the pump rod cannot be pushed back. Remove the finger and the pump rod will drop without the slightest pressure into the vacuum chamber created by the escaping air.

So we reiterate: Keep the pen cap tightly screwed on barrel to prevent leaking or flooding of the fountain pen. Explain this vital point to your clerks—free them from any embarrassment should the question come up.

What Others Say

EVERSMART

Your EVERSMART Manicure Compact is a very beautiful and useful gift. Its novel appeal has created much interest among my friends, who are also buying one.

Hazel D. Robinson, Chicago, Illinois

WAHL WELL

Your new WAHL WELL makes filling a pen a diversion instead of a messy chore. It keeps the ink clean, prevents evaporation and is a convenient means of filling a fountain pen.

Arthur F. Poole, Ithaca, New York

Display Material

Since running a Wahl Window Display, our sales have increased remarkably. Of course it was very seasonable, and we expected our sales to increase. Even so, we believe that this window has sold more goods than all the sales force combined.

J. Griffith, J. L. Mitchell Jewelry Company, Houston, Texas

WAHL PEN

I am 16 years old and have done my home school work with a WAHL PEN every night for the past seven years. Each night I use your pen and can't get along without it. It has never been repaired and writes like new even today.

Mervle Stewart, New York City

COURTESY IS A SCIENCE OF THE HIGHEST IMPORTANCE—TREAT YOUR CUSTOMER RIGHT

No. 266

New
only \$ **5**



AND
**UNCONDITIONALLY
GUARANTEED**

NOW, an oversize Wahl Pen at a popular price! The new \$5.00 Wahl Pen is not only guaranteed against breakage, it is guaranteed to write — and to write well.

**NEW COLORS!
NEW SIZES!**

Rosewood, Jade Green, Royal Blue, Coral, Mandarin Red, Silver or Black. Nibs for every hand—stiff or flexible—14k gold, osmiridium tipped.

Wahl Pens are world-famous for their smooth and easy writing. Judge these writing qualities for yourself at our Wahl-Eversharp counter by the only test of a pen that means anything:

PUT IT ON PAPER

New Eversharp Pencils to match—\$3.50



NOW—for \$ 5

a new
WAHL PEN
Unconditionally
Guaranteed

Popular, over-size models especially guaranteed to write well.

Popular
Colors

Rosewood, Black, Jade Green, Royal Blue, Mandarin Red, Coral, Silver.

Wahl Pens are world-famous for their smooth and easy writing. Judge for yourself at our Wahl-Eversharp counter by the only test that means anything:

PUT IT ON PAPER

New style Eversharp Pencils to match—\$3.50

DEALER'S NAME

No. 267

No. 264

Now
for Only \$ **5**

A FOUNTAIN PEN THAT IS
GUARANTEED WITHOUT LIMIT!

A new WAHL PEN at a popular price
Oversize—New Colors—New Styles

The big, new \$5.00 Wahl Pen is not only guaranteed against breakage, and other mishaps; it is guaranteed to write —and to write well.

Choose your favorite color in these oversize pens: Rosewood, Jade Green, Royal Blue, Coral, Mandarin Red, Black and Silver. Three styles—long with roller clip, short with ring or with soldier clip. Just the nib you like, either stiff or flexible.

Wahl Pens are world-famous for their writing ease and smoothness. Come in to our Wahl-Eversharp counter and judge their writing qualities for yourself by the only test that means anything:

PUT IT ON PAPER

New style Eversharp Pencils to match—\$3.50



DEALER'S NAME HERE

IF your local movie runs slides between programs you should be using our beautiful movie slides. It is an inexpensive way to advertise and reaches people when they are in a receptive frame of mind. Call the theatre manager now and arrange for a slide or two. Order slides on the enclosed order blank.

No. 265

AN UNCONDITIONALLY
GUARANTEED FOUNTAIN
PEN FOR ONLY

\$ **5** ⁰⁰

THE
new **WAHL PEN**

Oversize—New Colors—New Styles

The new \$5.00 Wahl Pen is larger. The guarantee is not limited to breakage—but especially includes writing satisfaction. Your choice of three styles in seven colors—Rosewood, Mandarin Red, Jade Green, Silver, Black, Royal Blue or Coral. Stiff or flexible nibs.

Wahl Pens are world-famous for their writing qualities. Try their ease and smoothness at our Wahl-Eversharp counter by the only test of a pen that means anything:

PUT IT ON PAPER
New Eversharp Pencils to match, \$3.50



THE
new **WAHL PEN**

ONLY \$ **5**
COMPLETELY
GUARANTEED!

Oversize—three styles
Seven popular colors

Rosewood, Jade Green, Royal Blue, Mandarin Red, Silver, Coral, Black.

Guaranteed without limit—guaranteed above all to write —and to write well. Judge the writing ease and smoothness of the new Wahl Pen by the only test that means anything:

PUT IT ON PAPER
New style Eversharp Pencils to match—\$3.50

DEALER'S NAME

No. 268

THERE IS NOT A SINGLE MOMENT IN LIFE THAT WE CAN AFFORD TO LOSE

NEW!

An oversize, first quality pen in your favorite color, unconditionally guaranteed, for only

\$5

One look at these superb new pens will tell you it is no longer necessary to pay more for complete pen satisfaction

New styles! new colors! new size!—and only \$5—that's the whole story of the new line of Wahl Fountain Pens!

Handsome, as you can see—and tipped with the famous Wahl Signature nib at no extra charge—the sturdy easy-running nib that's not too stiff nor too flexible.

Wahl Pens are world-famous for their writing qualities—for easy writing, smooth writing. And every one has the Wahl Comb Feed, which insures quick-starting and an even flow of ink at all times.

Try this new Wahl Pen in your favorite color—test it by the only test of a pen that means anything!

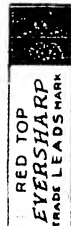
PUT IT ON PAPER

WAHL PEN
right as write can be

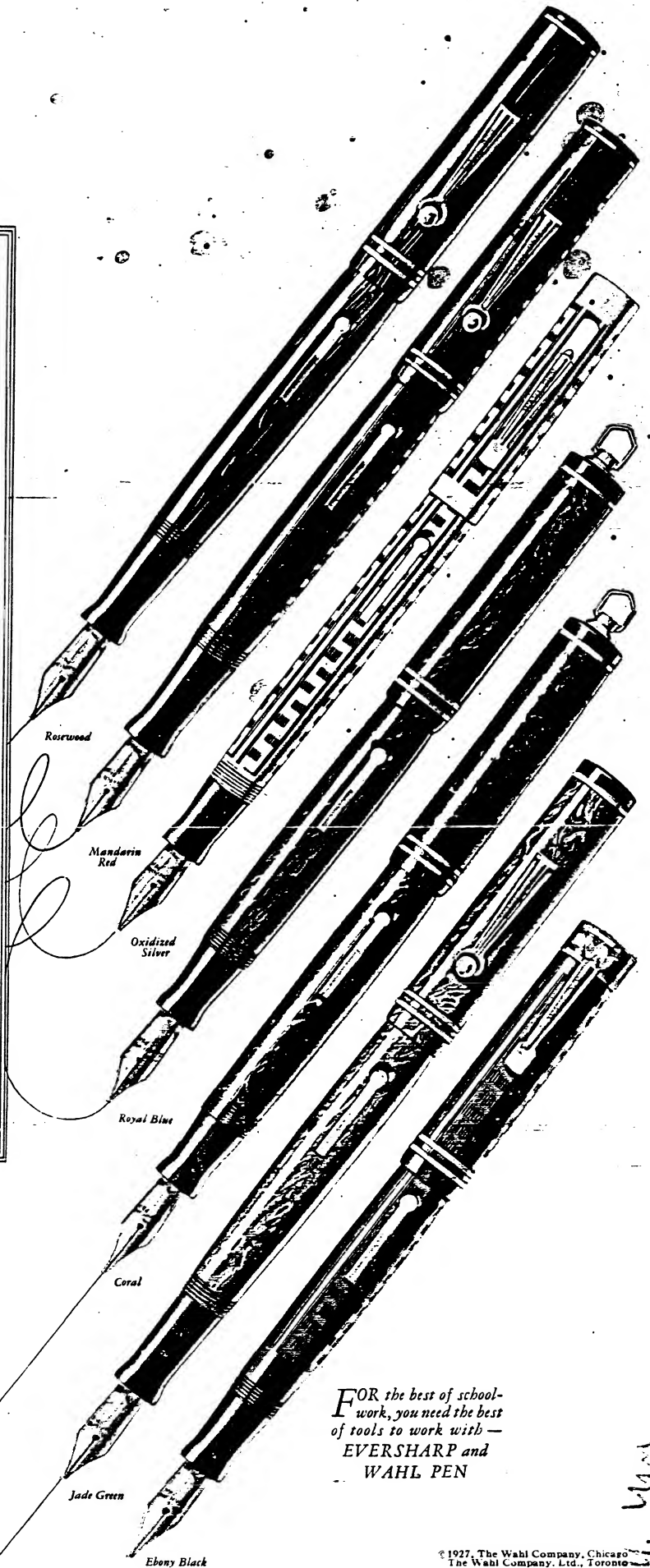
EVERSHARP

in this new model to match these new pens, in any color

\$3.50



Your Eversharp will never clog, jam or scratch if you use only the leads that come in this Red Top box



FOR the best of school-work, you need the best of tools to work with—EVERSHARP and WAHL PEN

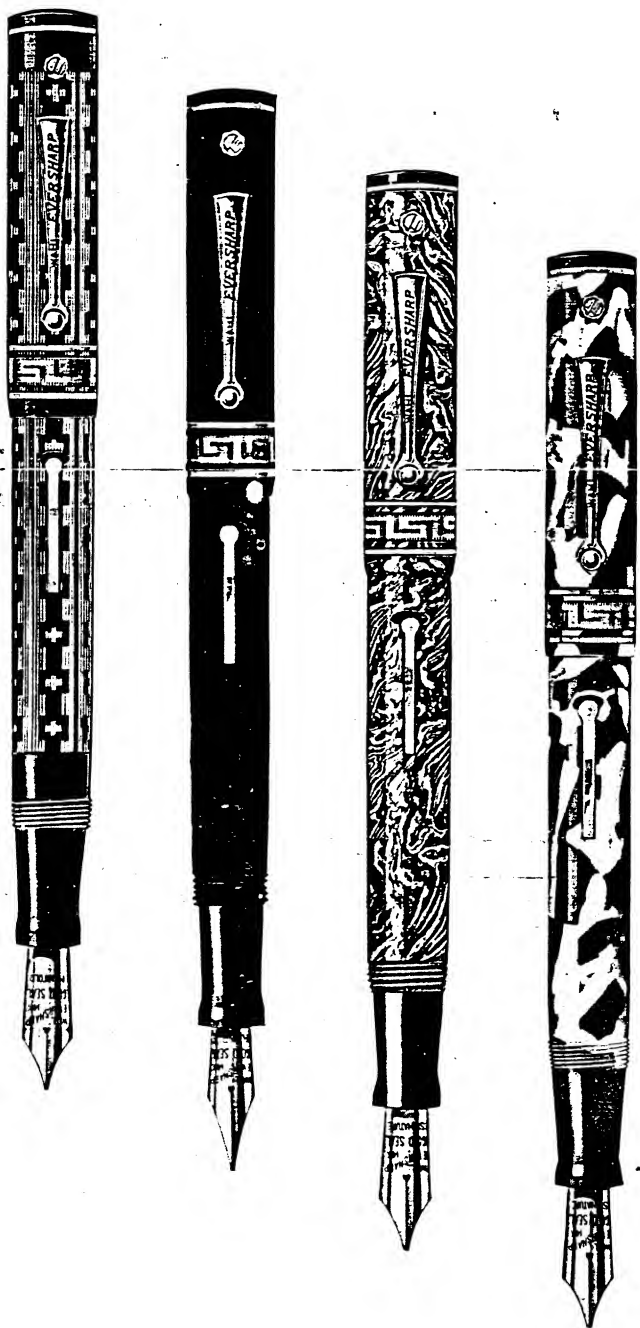
© 1927, The Wahl Company, Chicago
The Wahl Company, Ltd., Toronto

*A striking, characteristic Wahl advertisement featuring the new \$5.00 WAHL PEN and guarantee, and the new EVERSHARP
This advertisement will appear twice in The Saturday Evening Post—August 27 and September 24*

EVERSALES

—A Magazine Retail Selling of Ideas

GOLD SEAL SPECIAL 1928—



Announcing
the new
WAHL - EVERSHARP
GOLD SEAL
PENS

Newspapers To Carry WAHL-EVERSHARP Message To Entire Country

REALIZING the importance placed upon newspaper advertising by our dealers, we have outlined the most extensive newspaper campaign in the history of the Wahl Company. The papers chosen to carry the campaign were selected after much deliberation, both from the dealer's standpoint as well as that of using the paper that would obviously afford the most productive market.

Ads are scheduled to appear in this list of leading papers, beginning Aug. 14, running each week until Christmas. Approximately fourteen ads will appear in each of these papers at a time when pens, pencils and desk sets are in the minds of the public for the buyer's personal writing equipment as well as to be used as holiday gifts.

In planning a campaign of this nature there are a number of things to be taken into consideration to make it produce the greatest results for all of our dealers. Our problem, therefore, was to select those papers which not only most nearly cover the entire country, but those that will do a good job for all dealers. Our selection includes those papers that have a coverage of the entire country to the extent that every WAHL-EVERSHARP dealer shares the benefits.

Statistics show that a large per cent of the nation's business is confined to certain areas or trade territories. It was with this in mind that our selection of papers was made. With the beautiful new Gold Seal merchandise with

pencils to match, and copy with a message, we are confident WAHL-EVERSHARP dealers will benefit in no small way as a result of this campaign.

Now that we have told you about the newspaper campaign we do not want to overlook another part of the effort that will certainly back up the newspaper campaign. Double page spreads are scheduled to appear in the Saturday Evening Post issues of November 10 and December 15. Approximately 8,550,000 people will see these double page spreads in colors. Supplementing this there will be a number of full page ads in leading trade journals and magazines directed to definite classes of buyers in the pen and pencil field.

Newspapers - Fall, 1928 One Advertisement Each Week, Aug. 14 to Christmas

| | | | | | |
|-------------------------------------|-------------|--------------------------------------|-----------|---|---------|
| ALABAMA | Circulation | New Bedford, Standard & Mercury | 32,739 | Greensboro, News | 34,294 |
| Birmingham, News & Age Herald | 116,955 | Springfield, Union Republican & News | 131,091 | Winston-Salem, Journal-Sentinel | 34,406 |
| Montgomery, Advertiser | 23,037 | Worcester, Telegram-Gazette | 100,156 | NORTH DAKOTA | |
| ARKANSAS | | MICHIGAN | | Fargo, Forum | 26,619 |
| Little Rock, Gazette | 41,257 | Detroit, News | 224,239 | OHIO | |
| CALIFORNIA | | Flint, Journal | 43,762 | Akron, Beacon-Journal | 62,022 |
| Berkeley, Gazette | 7,883 | Grand Rapids, Press | 90,684 | Canton, Repository | 40,260 |
| Long Beach, Press-Telegram | 38,528 | Jackson, Citizen-Patriot | 28,335 | Cincinnati, Times-Star | 160,085 |
| Los Angeles, Times | 143,608 | Lansing, State-Journal | 40,457 | Cleveland, Press | 229,678 |
| Los Angeles, Examiner | 199,708 | Saginaw, News | 26,980 | Columbus, Dispatch | 118,209 |
| Sacramento, Bee | 59,109 | MINNESOTA | | Dayton, Herald & Journal | 274,309 |
| San Diego, Union & Tribune | 51,325 | Duluth, Herald | 42,407 | Springfield, News & Sun | 36,941 |
| San Francisco, Examiner | 186,372 | Minneapolis, Tribune | 141,297 | Toledo, Blade | 174,232 |
| COLORADO | | St. Paul, Pioneer, Press & Dispatch | 259,839 | Youngstown, Telegram | 37,006 |
| Denver, Post | 172,009 | MISSOURI | | OKLAHOMA | |
| CONNECTICUT | | Kansas City, Sunday Star | 489,716 | Oklahoma City, Oklahoman & Times | 150,534 |
| Bridgeport, Post & Telegram | 44,739 | St. Joseph, News-Press Gazette | 65,225 | Tulsa, Tribune | 53,668 |
| Hartford, Times | 56,077 | St. Louis, Globe Democrat | 262,712 | OREGON | |
| New Britain, Herald | 13,577 | Springfield, Leader, News | 53,684 | Portland, Oregonian | 105,226 |
| New Haven, Register | 30,846 | NEBRASKA | | PENNSYLVANIA | |
| Waterbury, Republican & American | 25,343 | Lincoln, Journal | 27,336 | Allentown, Call | 33,477 |
| DELAWARE | | Omaha, World Herald | 115,360 | Altoona, Mirror | 59,177 |
| Wilmington, Journal & News | 34,534 | NEW HAMPSHIRE | | Bethlehem, Globe Times | 15,160 |
| DISTRICT OF COLUMBIA | | Manchester, Union Leader | 31,026 | Chester, Times | 20,011 |
| Washington, Star | 17,295 | NEW JERSEY | | Erie, Times | 25,041 |
| FLORIDA | | Atlantic City, Press & Union | 41,033 | Harrisburg, Telegraph | 44,808 |
| Jacksonville, Times Union | 49,284 | Orange, Courier | 9,238 | Johnstown, Tribune | 32,608 |
| Miami, Herald | 42,407 | Passaic, Herald | 15,753 | Lancaster, Intelligencer Journal & New Era | 43,303 |
| Tampa, Tribune | 38,733 | Trenton, State Gazette & Times | 59,596 | Philadelphia, Bulletin | 548,952 |
| GEORGIA | | NEW YORK | | Public Ledger | 322,719 |
| Atlanta, Journal | 75,280 | Albany, Knickerbocker Press & News | 83,930 | Pittsburgh, Press | 198,841 |
| Macon, Telegraph | 26,917 | Binghamton, Press | 36,511 | Reading, Eagle | 40,045 |
| ILLINOIS | | Buffalo, News | 152,684 | Scranton, Times | 43,679 |
| Chicago, Tribune | 778,768 | New York, Jewish Daily Forward | 140,384 | Wilkes-Barre, Record | 26,832 |
| Peoria, Star | 51,598 | News, Eastern Edition | 302,598 | RHODE ISLAND | |
| Rockford, Register-Gazette | 17,434 | Herald-Tribune | 1,208,994 | Providence, Bulletin | 72,254 |
| Springfield, State Register | 15,811 | Times | 392,800 | TENNESSEE | |
| INDIANA | | Niagara Falls, Gazette | 23,023 | Chattanooga, Times | 54,140 |
| Evansville, Courier-Journal | 12,231 | Rochester, Times Union | 80,441 | Knoxville, Journal | 32,661 |
| Fort Wayne, News-Sentinel | 44,699 | Schenectady, Gazette | 27,196 | Memphis, Commercial Appeal & Evening Appeal | 149,683 |
| Indianapolis, News | 29,480 | Syracuse, Post-Standard | 60,588 | Nashville, Tennessean | 71,906 |
| South Bend, Tribune | 26,295 | Troy, Record | 25,174 | TEXAS | |
| Terre Haute, Star | 26,810 | Utica, Observer-Dispatch | 22,523 | Dallas, News | 80,186 |
| IOWA | | NORTH CAROLINA | | El Paso, Herald Times | 31,437 |
| Davenport, Democrat & Leader | 113,301 | Charlotte, Observer | 42,599 | Fort Worth, Star-Telegram & Record | 132,017 |
| Times | 25,731 | | | Houston, Chronicle | 81,376 |
| Des Moines, Register & Tribune | 224,092 | | | San Antonio, Express-News | 75,796 |
| Sioux City, Journal | 62,631 | | | UTAH | |
| KANSAS | | | | Salt Lake City, Tribune | 44,244 |
| Topeka, Capital | 40,889 | | | VIRGINIA | |
| Wichita, Eagle | 74,102 | | | Norfolk, Ledger-Dispatch | 43,987 |
| KENTUCKY | | | | Portsmouth, Star | 7,757 |
| Louisville, Courier-Journal & Times | 167,145 | | | Richmond, News Leader | 69,495 |
| LOUISIANA | | | | Roanoke, Times & World News | 29,848 |
| New Orleans, Times-Picayune | 92,157 | | | WASHINGTON | |
| MAINE | | | | Seattle, Post-Intelligencer | 94,164 |
| Portland, Express-Press Herald | 62,473 | | | Spokane, Spokesman Review | 48,801 |
| MARYLAND | | | | Tacoma, News Tribune | 35,592 |
| Baltimore, Sun | 251,768 | | | WEST VIRGINIA | |
| MASSACHUSETTS | | | | Huntington, Herald Dispatch & Ad. | 30,267 |
| Boston, Globe | 293,503 | | | Wheeling, Intelligencer & News | 28,239 |
| Herald Traveler | 262,963 | | | WISCONSIN | |
| Fall River, Herald News | 22,108 | | | Madison, State Journal | 26,363 |
| Haverhill, Gazette | 16,213 | | | Milwaukee, Journal | 158,314 |
| Holyoke, Transcript-Telegram | 16,524 | | | Racine, Journal News | 11,604 |
| Lynn, Item | 17,200 | | | | |

Total Weekly Circulation
13,506,800

Total Campaign Circulation
185,221,638

Approximately 555,664,914 people
will see the WAHL-EVERSHARP
message in these newspapers between
August 14 and Christmas.

Another Jump Ahead

Full Vision Display Case and Special EVERS^HARP Red Top Lead Case Enthusiastically Accepted

THE new full vision Display Case shown here is being most enthusiastically accepted by WAHL-EVERSHARP dealers all over the country.

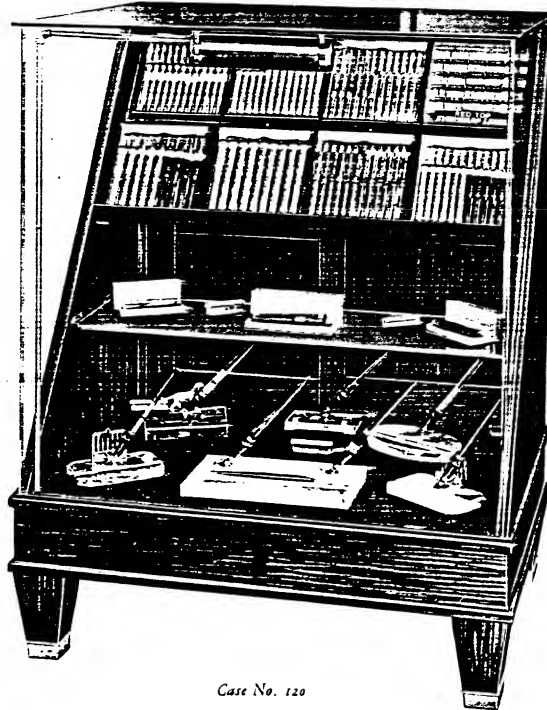
In addition to having display space for twelve dozen pens and pencils (placing four dozen in trays on glass shelf), this case has ample space for the displaying of desk sets, and pen and pencil combination sets. The drop leaf at the upper rear of the case makes for easy accessibility to the trays of pens and pencils. A second opening lower down provides a place for extra trays or additional merchandise. Another feature of this case is the sliding door (in back of case) opening to the lower part where fountain pen desk sets and combination sets are displayed. Two drawers at the bottom provide space for boxes and extra stock. The case stands 42" high, 24" deep and is 31" long—18 dozen case is 47½" long, and 24 dozen case is 61" long. Its special construction makes possible the showing of a full line of merchandise in a case that requires but a limited amount of space in the store.

This new case can be furnished in standard finish either oak or mahogany, the inside being finished in the same shade as the outside. The glass shelf in the lower part of the case provides ideal space for displaying combination sets. Following are prices and specifications with lights both above and below, which illuminate the entire inside of the case:

| Size No. | Capacity | Length | Shipping Weight | Prices F.O.B. Case Factory, Lighted top and bottom |
|----------|----------|--------|-----------------|--|
| 120 | 12 Doz. | 31" | 22½# | \$ 85.00 |
| 180 | 18 Doz. | 47½" | 28½# | 127.00 |
| 240 | 24 Doz. | 61" | 350# | 157.00 |

These cases may be ordered without lights, or with special finish at:

| Size No. | Prices F.O.B. Case Factory, Without Lights | Special Finish |
|----------|--|----------------|
| 120 | \$ 77.00 | \$2.50 extra |
| 180 | 111.00 | 3.50 extra |
| 240 | 139.00 | 5.00 extra |



Case No. 120

From the reproduction shown here it can be readily seen that this special case just "fills the bill" for some WAHL-EVERSHARP dealers.

These stands are furnished in either Walnut or Mahogany with the following assortment of Red Top EVERS^HARP leads:

| | | |
|--------------------|---------------|---------|
| 18 HB | .046—15¢ each | \$2.70 |
| 6 2B | .046—15¢ each | .90 |
| 6 B | .046—15¢ each | .90 |
| 6 F | .046—15¢ each | .90 |
| 6 H | .046—15¢ each | .90 |
| 6 2H | .046—15¢ each | .90 |
| 6 4H | .046—15¢ each | .90 |
| 6 Red | .046—15¢ each | .90 |
| 6 Blue | .046—15¢ each | .90 |
| 6 Green | .046—15¢ each | .90 |
| 2 Black Medium | .075—15¢ each | .30 |
| 2 Black Soft | .075—15¢ each | .30 |
| 2 Red | .075—15¢ each | .30 |
| 2 Green | .075—15¢ each | .30 |
| 4 Indelible | .075—15¢ each | .60 |
| 12 Regular Erasers | 10¢ each | 1.20 |
| 6 LJ Erasers | 10¢ each | .60 |
| 6 SJ Erasers | 10¢ each | .60 |
| 6 BM Erasers | 10¢ each | .60 |
| Total Retail Value | | \$15.60 |

One No. 12 Lead Display Stand FREE with each above assortment.



Enthusiasm

Enthusiasm is the element of success in everything. It is the light that leads and the strength that lifts men on and up in the great struggle of scientific pursuits and of professional labor. It robs endurance of difficulty and makes a pleasure of duty.

Mid-Year Sales Conference Inspiration To All

ON July 27 and 28 all WAHL-EVERSHARP salesmen covering the central and southern states gathered at the beautiful Edgewater Beach Hotel, Chicago, where they spent two days in a conference that was highly inspirational to all. Similar meetings were held in New York and Toronto, where results were equally gratifying.

Most of the time was taken up with the explanation of new merchandise methods, new items, and a general discussion of problems of interest to salesmen and dealers alike.

The meeting opened with a brief talk by President Drever in which he described in detail the position of The Wahl Company in the fountain pen and pencil field. The whole text of Mr. Drever's message to the men can be summed up in one sentence: Confidence in your Company, its product, and confidence in yourself as a salesman.

Mr. Frost, Vice-President in charge of sales, followed Mr. Drever on the program. Mr. Frost in a general way, gave a review of the industry, calling attention to the decreasing popularity of cheap fountain pens and pencils. It was pointed out that pen buyers no longer feel that the low priced pen is the most economical for the user. There is, however, a tendency on the part of the consumers to buy those pens and pencils that are found among the leaders of the WAHL-EVERSHARP line. The pen buying public is turning attention more each day to the "writing qualities" of a fountain pen and buying on that basis of comparison. The WAHL-EVERSHARP PEN has been long famous for its wonderful writing qualities. The pen buying public is recognizing this superiority more every day as evidenced by the great demand for the Gold Seal Pen, built for Lifetime Satisfaction with a point for every purpose and every style of writing.

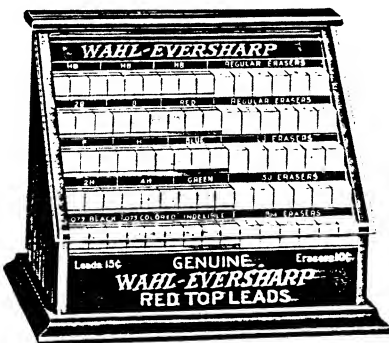
Among the new items announced were the Black and Pearl pens with EVERS^HARPS to match. WAHL-EVERSHARP Gold Seal Pens were announced for immediate shipment. The little Gold Seal, just above the clip, is the mark of distinction for the pen guaranteed to give Lifetime Satisfaction. (Turn to the center spread of this issue for complete color reproductions of pens, pencils and guarantee.) Other items announced were the No. 120 floor case and the No. 12 lead stand, both of which are shown in this issue. New precious metal pens and pencils including the Palisade and Lakeside lines were also announced.

A fitting climax for two days of discussing the various problems of the industry at the Chicago Sales Convention, was the delightful banquet at the Edgewater Beach Hotel. Before starting the salesmen back to their territories, Chairman Ross decided to inject a new thought into the meeting by introducing Mr. Paul R. Mahony, Director of Foreign Sales of The Wahl Company.

Mr. Mahony in his address at the banquet chose as his subject "The Salesman's Personal Inventory" and delivered his thought in a most convincing manner as one who knows the inside but who looks on from the outside.

We reproduce Mr. Mahony's address in part— "It is necessary in every well ordered business periodically to take inventory; to line up our assets and liabilities to find our present worth. I believe it is equally necessary for every salesman occasionally to take inventory of his mental attitude toward his business. He will find that in order to keep along the road of progressive relationships with his trade, he

(Continued on page 1)



Lead Case No. 12

Special Lead Case

A new and very attractive lead stand has just been announced for those dealers who do not care to carry a stock of leads such as is offered in our regular No. 100 assortment.

These Attractive Display Pieces Will Help You Sell More WAHL-EVERSHARP Merchandise



IN line with The Wahl Company's policy of keeping dealers supplied with up-to-the-minute display material we have reproduced on this page two complete Christmas displays, one of them featuring WAHL-EVERSHARP GOLD SEAL PENS and the other one a general display piece. These displays have been produced with one idea in mind—that of giving the dealer material that will attract the attention of the customer passing the store and create within the passerby a subconscious desire to own a

WAHL-EVERSHARP pen, pencil or fountain pen desk set. A vast multitude of these mental impressions on the minds of millions of people in cities and towns throughout the country will mean increased sales for our dealers.

Co-operation Material

An enormous amount of money is invested each year in window displays, counter cards, flasher signs, blotters, and other similar material. Every effort is put forth to supply that material which will do the most good for the dealer, with the least effort on his part, with as little space as possible, with sales helps that are not just ordinary displays but material that is different.

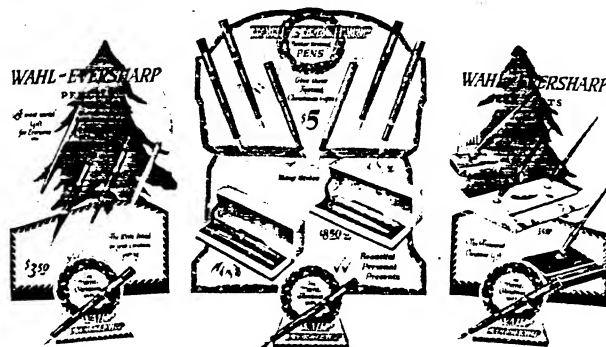
Every retail dealer is proud of his store. His efforts are put forth to make it as attractive and business-like as possible. Likewise we are proud of WAHL-EVERSHARP products and the dealers that sell them. We believe our dealers are more than just "retailers." Therefore the display material used to further the sale of WAHL-EVERSHARP products must be more than just ordinary, it must reflect the character and quality of the merchandise as well as the goodwill of the dealer and the integrity of the manufacturer.

These special Christmas displays will be ready for distribution about November 15. Plan

now to have a display of WAHL-EVERSHARP pens, pencils and fountain pen desk sets during the ten days preceding Christmas. A request on your merchandise order will bring a complete assortment of these displays to you.

Tie Up With Newspaper Advertising

On the order blank enclosed with this issue there is a space to check display material as well as the electros shown on the back page. A small investment on the part of the dealer for space in the local newspaper during the three or four weeks preceding Christmas and while these displays are in your window will pay big dividends. These attractive displays as well as the prepared dealer ads are furnished free to dealers who will use them.



Who Pays For Advertising?

IT is amazing how few people—even busy business men—know the fundamental principles of advertising, and yet, there is not a business that is not in some way directly or indirectly seriously affected by advertising.

People who really ought to know better will argue that advertising adds to the cost of selling. I have known some successful salesmen who argued that "the firm's advertising came out of their salary"—just as if they would be drawing more money if their firm did not advertise.

The opposition that some salesmen feel toward advertising is basically the same as the opposition of an unthinking mechanic toward labor-saving machinery.

Better-Known Products Sell Readily

Advertised products sell more easily and more often than non-advertised products. Advertising not only sells goods, it increases the volume of individual purchases and speeds up turnover.

Salaries come out of profits and profits come from volume of sales—not volume of production. If volume is not there, then the profit per unit of sales is proportionately smaller.

The following appeared in Personalized Publicity, under the heading: "Who Pays for Advertising?"

"The low murmur of his pupils' voices, conning over their lessons, might be heard on a drowsy summer's day like the hum of a beehive, interrupted now and then by the authoritative voice of the master in the tone of menace or command, or, peradventure, by the appalling sound of the birch as he urged some tardy loiterer along the flowery path of knowledge.

"Hans Van Houten, who pays for advertising?" asked the famous pedagogue of Sleepy Hollow, suddenly.

- "The manufacturer, sir."
 "Proceed to the foot of the class; you are wrong."
 "Yost Katzenellenbogen, who pays for advertising?"
 "The retailer, Mr. Crane."
 "Retire to the foot of the class; you are wrong, too!"
 "Brom Van Ripper, you should be able to answer correctly this question, for your father is an advertising man. Who pays for advertising?"
 "The consumer, sir."
 "The schoolmaster rose to his full height. His bony fist thumped against the desk.
 "All three of you are wrong!" he screeched. "No one pays for advertising!"
 "The manufacturer does not pay, because advertising increases the demand for his product. The increased volume reduces the manufacturer's overhead and makes possible a decreased selling price. Besides, the manufacturer obtains that intangible but bankable asset—goodwill."
 "The retailer does not pay for advertising. Advertising increases his turnover, bringing him quicker profits on his investment."
 "The consumer does not settle the advertising bill. He obtains the benefits of lower prices made possible by the increased volume that advertising assures."
 "No one pays for advertising! Advertising pays for itself—and pays the manufacturer, retailer and consumer a profit besides. Who pays the salary of the star salesman? The star salesman, himself, of course. It's just the same with advertising."

Dealers Like Tie-Up Plan—Sales Increase

That WAHL-EVERSHARP dealers are enthusiastic about the policy outlined for the present newspaper campaign in regards to tie-up copy is evidenced by the large number of letters that have been received already and the campaign is not yet well under way.

A number of dealers have expressed a desire to tie-up with each ad appearing in their local paper and the letter reproduced below is characteristic of many that have reached us from dealers in all parts of the country.

Des Moines, Iowa.
 Aug. 21, 1928.

THE WAHL COMPANY,
 Chicago, Ill.

Gentlemen:

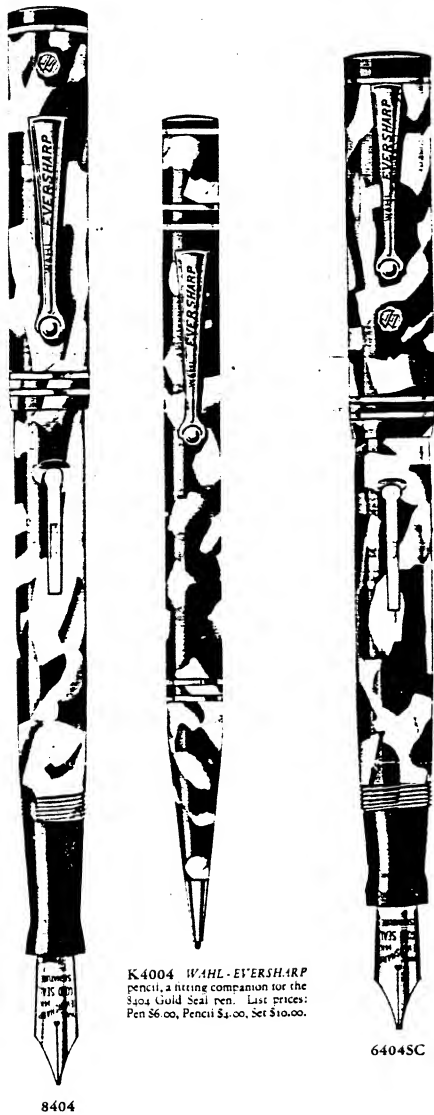
Enclosed you will find a copy of my tie-up with your ad. This is only the beginning for me. One other fellow besides myself advertised. Next week when your ad appears again I intend to tie-up also. This ad brought me a little business and lots of new customers who heretofore did not know I handled pens.

Very truly yours,
 (Signed) S. SILVERMAN.

Statistics

It is estimated that 87% of the big jobs in this country are held by men who can't play a good hand of bridge.

Black and Pearl Pyralin Quickly Gains Nation-Wide Acceptance



K4004 WAHL-EVERSHARP pencil, a fitting companion for the 8404 Gold Seal pen. List prices: Pen \$6.00, Pencil \$4.00, Set \$10.00.

6404SC

K4004SC for those who desire the short models with clips the K4004SC pencil matches the 6404SC pen. The new clips add beauty of line. List Prices: Pen \$6.00, Pencil \$4.00, Set \$10.00.



6204W

K4004SW ladies' pencil, short with ring to match 6204W pen. This combination set has that style and grace that make them ideal writing instruments for lady's purse. List prices: Pen \$5.00, Pencil \$3.50, Set \$8.50.

SO that our dealers may know just what The Wahl Company is offering in the way of Black and Pearl pens and pencils we are showing above three very popular pen and pencil combinations that have been recently added to the line in addition to the numbers shown on the following page.

Perhaps the merchandise of this color was given the name Black and Pearl more because it looks like Mother of Pearl than for any other reason. The material from which these pens and pencils are made is the same as that used in the manufacture of all other WAHL-EVERSHARP pyralin pens and pencils. It is a pyralin composition, practically unbreakable, a material that retains its lustre indefinitely, and even though subjected to considerable abuse, it will wear indefinitely.

The Gold Seal shown on the No. 8404 pen and the No. 6404SC pen is the distinguishing mark of "The Perfect Pen." In the future, all of the larger size deluxe composition pens manufactured by The Wahl Company, having No. 4 and No. 6 nibs, will bear this Gold Seal, and with each one

when sold will be given by the dealer a WAHL-EVERSHARP Gold Seal Guarantee, a reproduction of which appears on pages 6 and 7.

For those who would rather have the shorter model pen and pencil we have in the No. 6404SC pen and K4004SC pencil, a combination set that is the last word in beauty and durability. The clip cap, an exclusive WAHL-EVERSHARP feature, is so made that it presents a much more than ordinary appearance. With this new merchandise, you as a dealer, can offer to your customers pens and pencils with clips that in addition to serving a real purpose, lend not only beauty but grace of line to the product.

All mountings on both pens and pencils, including bands, clips, filling levers and rings, are 14K gold filled. All WAHL-EVERSHARP nibs are specially made from pure gold that has been properly alloyed in our own plant by skilled engineers. The pen points are tipped with iridium, the hardest known metal. These points are carefully ground to insure those writing qualities always found in "the better writing pen," the WAHL-EVERSHARP.

Mid-Year Sales Conference

(Continued from page 3)

will need to have certain quick assets and working capital in his mental balance sheet. Let us cast one up. On the liability side the salesman will find:

Buying resistance through:

- Prejudice
- Lack of information and consequent lack of appreciation
- Established competition.

"On the asset side, to overcome the liabilities he should find:

- Excellence of product
- Soundness of organization
- Well directed activity of organization
- Confidence, enthusiasm, square dealing, energy, courage and persistency of the salesman.

"Without these assets in his working capital the salesman cannot expect to get far along the way of progressively profitable business. With these assets he should not have to worry about the liability side."

Mr. Mahony concluded his address with the following remarks:

"The Wahl Company is a well organized and well directed concern in a very sound and comfortable financial position. It is possessed of tremendous capital in its good name and in the excellence of its products.

"The WAHL-EVERSHARP PENCIL, pioneer in its field, stands today paramount among mechanical pencils for superiority of construction, attractiveness of appearance, convenience and dependability of operation. It has proved to be no mere passing novelty, but a writing implement constantly increasing daily need. What is true of the WAHL-EVERSHARP PENCIL is equally true of the WAHL-EVERSHARP PEN. I have long believed, conscientiously, that The Wahl Company manufactures positively the best and most attractive line of fountain pens in the entire world. That belief has been based upon much experience in dealing with pens. From the side lines of the pen industry today, I find that I do not have to change that belief. I am more strongly entrenched in it than ever."

Our purpose in giving you these bits of Mr. Mahony's speech is that each of our dealers will find in it a true inspiration and will perhaps wish to pass it along to his salespeople with the suggestion that they might find interesting a personal inventory of their mental attitude toward their work in selling. This undoubtedly will be helpful to each salesman or saleslady not only in the sale of WAHL-EVERSHARP merchandise, but other products as well.



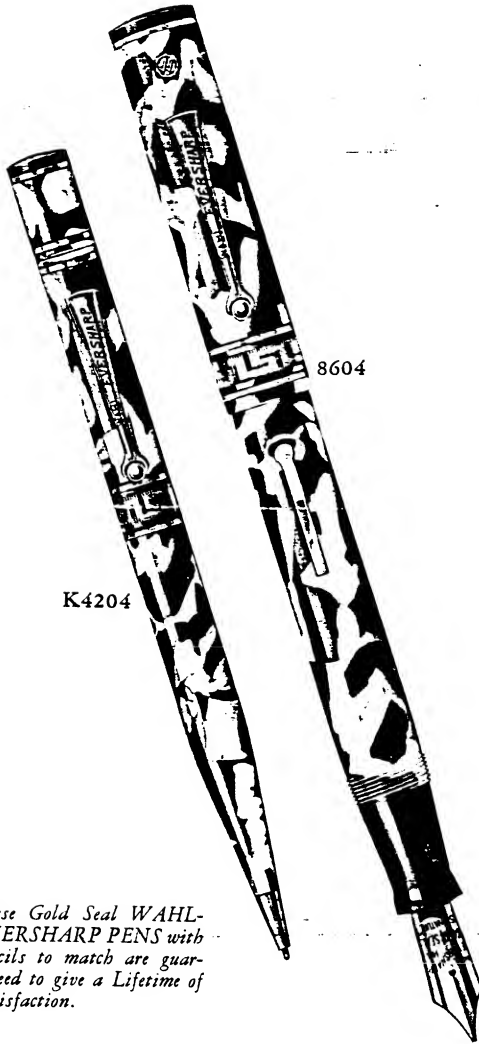
Death Calls Prominent Pen Man

THE death, recently, of C. C. Cobb, Vice-President and General Manager of the Conklin Pen Company, Toledo, Ohio, took from the industry a pioneer who was known by everyone in the pen and pencil business as a man of character and high ideals.

The Conklin Company has the sincere sympathy of the entire Wahl Company organization in the loss of one who spent the best of his life in the interest of the fountain pen and pencil industry.

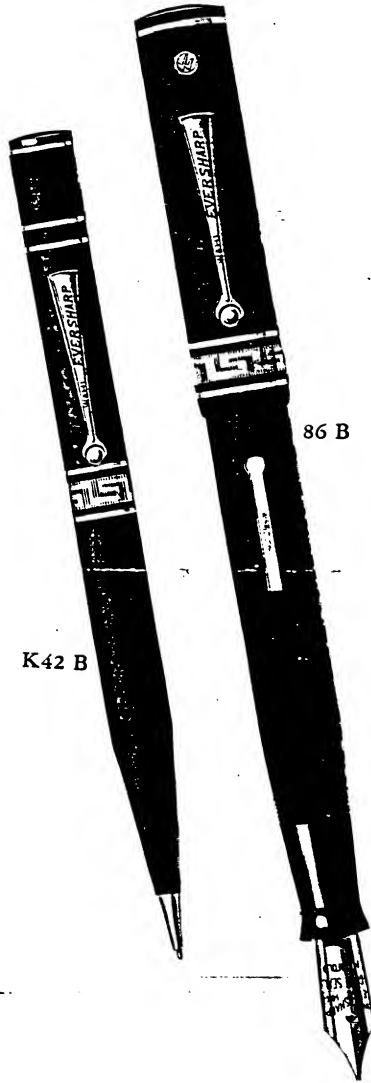
GOLD SEAL WAHL-EVERSHARP

*Exceedingly Beautiful - Pr
Built for Lifet*



K4204

8604

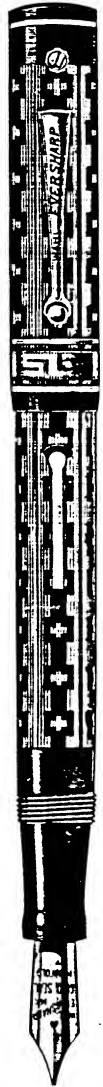


K42 B

86 B



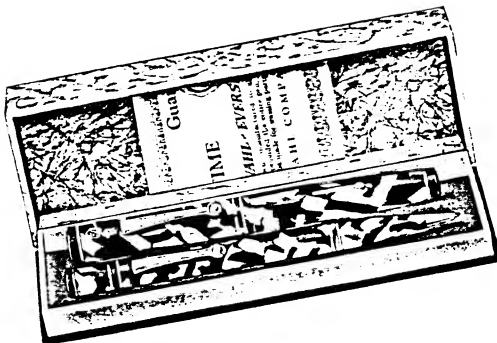
K42



86

These Gold Seal WAHL-EVERSHARP PENS with pencils to match are guaranteed to give a Lifetime of Satisfaction.

List Prices: No. 8604 \$8.00, pencil to match No. K4204 \$4.50; No. 86B \$7.00, pencil to match No. K42B \$4.00; No. 86 \$7.00, pencil to match No. K42 \$4.00. Prices slightly higher in Canada.



Guarantee of

LIFETIME  **SATISFACTION**

on **WAHL-EVERSHARP GOLD SEAL PEN**

...all defects, provided the holder pays for the parts & repairs, by the factory...

THE WAHL COMPANY

1800 Roscoe St. Chicago, Ill.

Thomas E. Wahl
PRESIDENT

PENS~PENCILS TO MATCH

Products of Master Craftsmen
 are Satisfaction



List Prices: No. 86RD \$7.00, pencil to match K42RD \$4.00; No. 86P \$7.00, pencil to match No. K42P \$4.00; No. 86G \$7.00, pencil to match No. K42G \$4.00. Prices slightly higher in Canada.

Each set comes packed in an attractive gift box with Gold Seal Guarantee as illustrated. This merchandise is backed by extensive national advertising for your benefit.

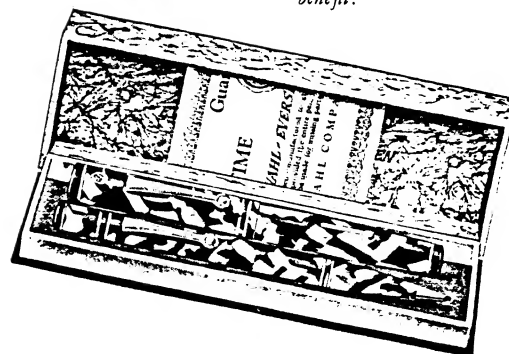
The WAHL-EVERSHARP Guarantee

The Wahl Company stands squarely back of its products. The excellence of materials and workmanship employed in their manufacture has made Wahl-Eversharp pens and pencils the standard of comparison.

The dealer will gladly service your Wahl-Eversharp writing equipment to save you the inconvenience of returning the article to our factory, but if he does so he is entitled to make a fair charge for his labor.

If it should be necessary to return the article to our factory, the dealer will handle the return for you, charging you only a nominal sum for *packing, postage and insurance.*

THE WAHL COMPANY





Volume III October, 1928 Number 3

Published by

THE WAHL COMPANY

1800 ROSCOE STREET, CHICAGO, ILLINOIS

| | |
|-----------------|----------------------------------|
| THOMAS DREVER | President |
| A. G. FROST | Vice President |
| C. J. FRECHETTE | Secretary-Treasurer |
| W. F. WOODBURY | Comptroller |
| J. F. HANSEN | Factory Manager |
| C. B. ROSS | Sales Manager |
| HAL JOHNSON | Adv. and Sales Promotion Manager |
| L. W. BRIGHAM | Credit Manager |

Branches

| | |
|--------------------------|------------------------------|
| 570 SEVENTH AVENUE | New York City |
| A. C. GERHOLD | N. Y. Office Manager |
| 55 NEW MONTGOMERY STREET | San Francisco |
| E. M. GWINN | San Francisco Office Manager |

District Sales Superintendents

| | |
|---------------|--|
| C. S. SMITH | Olympic Hotel, Seattle, Wash. |
| J. M. SANDOR | 1317 Sherman St., Alameda, Calif. |
| V. J. RILEY | 6211 Glenwood Ave., Chicago, Ill. |
| A. G. BASSETT | 828 Gables Blvd., Wheaton, Ill. |
| C. P. SCHOEN | French Road, Brighton Sta., Rochester, N. Y. |
| C. P. NICOLAI | 2100 Walnut St., Apt. 12E, Philadelphia, Pa. |
| J. F. CRAWLEY | 9 Oxford Terrace, West Orange, N. J. |
| R. H. RIDDELL | 297 Billings St., Atlantic, Mass. |

THE WAHL COMPANY, LIMITED

100 STIRLING ROAD, TORONTO, ONTARIO, CANADA

| | |
|-------------------|-------------------------------------|
| THOMAS DREVER | President |
| A. G. FROST | Vice President |
| C. J. FRECHETTE | Secretary-Treasurer |
| W. F. WOODBURY | Comptroller |
| OLIVER T. STEWART | Asst. Secretary-Treasurer |
| HAL JOHNSON | Advertising Manager |
| W. K. MOWAT | Sales Manager |
| M. C. MOORE | Asst. Advertising and Sales Manager |

Prices in Canada slightly higher than quoted in this publication.

Why Do We Send You Eversales?

THE Wahl Company, Chicago, has confidence in the future of its dealers. As manufacturers of a high grade specialty, such as fountain pens, pencils and similar products, we must be deeply concerned about the progress of our dealers because their success is our success. That is obvious.

We have chosen this medium as a means of personalized contact with our dealers. To meet each good dealer face to face, shake hands with him, have a little friendly chat and perhaps smoke a good cigar, is impossible. We must, therefore, work with the tools we have at hand.

Eversales is, to be sure, a magazine of selling ideas, created for the benefit of dealers, a message to tell you more about WAHL-EVERSHARP products and how you can realize more profit from their sale, but, after all, we hope you will feel it is more than that: It is YOUR magazine, shaped around the policies that have helped so much to build a product that you as a

WAHL-EVERSHARP dealer can offer to your customers with pride and satisfaction. Every effort has been and will be put forth to make this magazine produce dollars for you. The future of this ideal rests largely in your hands. The combined efforts of 10,000 loyal dealers, backed by a company whose policy is fairness and whose goal is the production of the highest quality merchandise, will bring about the desired result, that of assuring the dealer success with the WAHL-EVERSHARP line through merchandising methods worked out through this medium of contact.

It will be our purpose to devote one column of each issue to the subject of general merchandising as viewed by the retail dealer. We hope you will give us your suggestions for discussion in this column.

Dealer Inertia

The retail dealer is subject to two sorts of inertia.

One is passive. It tends to keep him put where he is, loyal to the products and policies which have paid. The other is active. It tends to keep him going along in the line he has been following.

We believe, in the first place, that the dealer looks for his prosperity, not to the manufacturer who supplies him but to the customers who buy from him. It is their support which he must have. He has built up a successful business among his neighbors by recommending certain products to them. Those products represent an investment of his money, his merchandising ability and his local prestige. He cannot afford to imperil that investment. For, should he make an unwarranted change from one leader to another, he would lose in many ways—the surrender of the good-will he has built up around the earlier product, by the expense of making adjustments with the dissatisfied customers, and by loss of those customers who do not come back to tell him of their dissatisfaction, but go elsewhere to make their next purchase.

This body of customers is ever present in the dealer's consideration of business policies, of new leaders to push, of new products to stock. Knowledge of their approval makes him conservative. They are a force of inertia upon his movements which the manufacturer does well to recognize.

In the second place, the dealer is interested in all of his stock. Not in one or two brands in it. His prosperity depends upon moving it all. Measured by this standard the successful dealer will be found to be a good merchandiser. The Wahl Company is endeavoring to measure by this standard. We hope our dealers do look at their entire stock of various products in their stores. For instance, the proper merchandising of stationery, office supplies, drugs, jewelry or whatever it might be will make the dealer a better merchandiser, not only of these items but the Wahl line as well.

We are striving every day to find ways in our business dealings, our advertising and our merchandising to impress the dealer with the fact that we respect his position as an independent business man, capable and conscientious in handling his own business—that we feel his investment in our products obligates us more than him—that to meet our obligation, we are building a product worthy of his best trade, are helping in every logical way to simplify his task of selling it to his customers, and are unreservedly behind him in seeing that his every customer is satisfied.



Wise Cracks and Juicy Kernels

The sweet girl graduate was being shown through the locomotive shop.

"What is this enormous thing?" she asked.

"That," explained the guide, "is a locomotive boiler."

"And why do they boil locomotives?" she insisted.

"To make the engine tender," the guide said.—*Keystone.*

"He who rises early has one hour more of life and progresses in his work."

Teacher: "Can anyone tell me the meaning of the word collision? No one knows? Well, it is when two things come together unexpectedly. Now, can anyone give me an example? All right, Johnny, what is it?"

Johnny: "Twins"—*Keystone.*

"When some people pay a compliment they act as though they wanted a receipt for it."

Mother: "Betty, why don't you and Archie play house together?"

Betty: "No, Mamma, we would rather play something there isn't any quarreling in."

"A good sales talk should be like a woman's dress—long enough to cover the subject yet short enough to be interesting."

"The man who is full of personal liberty makes a dangerous automobile driver."

"Fashions may change and selling methods develop—but smiles will always be winners in store, office and mill."

There are usually so many other things to complain about around the house that no man should raise a fuss just because some members of his family fail to put the tops on the tooth-paste tubes.

"Summer is over. Now get down to business."

The trouble with married couples is that each is engaged in the life-long task of trying to reform the other.

Quality and at least a fair price are inseparable facts.

Judge: "Isn't this the fifth time you have been arrested for drunkenness?"

Old Friend Sor: "Don' ash me, I thought you' sh keeping score."—*V. M. I. Sniper.*

A sure cure for business ills is a heavy dose of brains.

Nurse: "Well, Oswald, do you want to see the new brother the stork brought?"

Oswald: "Naw! I wanna see the stork."

—*Colgate Banter.*

Milwaukee Stationers Dedicate New Home



Twenty-Fourth Anniversary

AMONG other things of interest among our dealers recently has been the dedication of a new permanent home by the Siekert & Baum Stationery Company of Milwaukee, Wisconsin. The accompanying photograph shows a section of the new store as it appeared on the opening day.

The company was founded and organized twenty-four years ago by the late Ferdinand J. Siekert, and Arthur J. Baum. The original store was located in the basement of the present Railway Exchange Building, located on the southwest corner of Broadway and Wisconsin Avenue.

In those days modern steel shelving was unheard of, and even though it were heard of then, the company could not have afforded it. Wood packing cases, in which they received their stationery wares, were used as shelves and counters. In their new store, which is equipped in its entirety with the most modern equipment and fixtures, they have more than doubled the floor area.

The new building occupies a very important and valuable site on one of the busiest streets in Milwaukee. They occupy the entire building of five floors.

The present officers of the firm are: Arthur J. Baum, President; Stafford Siekert, Vice President and Treasurer; and M. C. Siekert, Secretary.

Saving "Old Ironsides" With WAHL-EVERSHARP Pens

MRS. ALICE THOMPSON SMITH of Barrington, Rhode Island, chairman of the organization of that state to save "Old Ironsides," has used precious metal WAHL-EVERSHARP pens to excellent advantage in gaining subscriptions for her notable work. Her plan has been to obtain autographs of national figures on photographs of "Old Ironsides" and then sell the autographed photos at a greatly enhanced price.

In her letter of April 14, she gives the following names, among many others, as signers of her valuable pictures:

Calvin Coolidge
Grace Coolidge (First Lady)
Hon. James J. Davis, Secy. of Labor
Hon. Harry S. New, Postmaster General
Hon. Nicholas Longworth, Speaker of the House
Col. Chas. A. Lindbergh
Mrs. E. A. Harriman

Many other signatures were obtained, each one with a gold WAHL-EVERSHARP pen. Mrs. Smith uses a WAHL pen exclusively and intends to continue using it throughout her coming campaign to be the "first woman State Senator from Rhode Island."

We wish her luck.

Color Here to Stay

In the August 30 issue of The Manufacturing Jeweler we find an article commenting on the value of color in the sale of merchandise of every kind. It seems to be the opinion of those who are authority on the subject that color is here to stay for at least many years, which theory may hold more truth due to the fact that the retail jeweler is finding it an important cog in his scheme of selling.

Who Will Win This \$25.00 Question Contest?

HERE'S your chance to try for another \$25.00 check by answering the questions below. Mr. Lowe, Manager Pen Department, Schwabacher-Frey Stationery Company, Los Angeles, California, was the winner last time.

This contest is open to all dealers and their salespeople. Remember, \$25.00 for the best set of answers.

1. What is PYRALIN?
2. Of the following colors of ink: blue, red green, black, violet—which one will write

longest in the WAHL-EVERSHARP pen with one filling?

3. Why is the WAHL-EVERSHARP fountain pen desk set more practical than the old-fashioned ink-well?

4. Why should the consumer buy a WAHL-EVERSHARP pen, fully guaranteed, rather than a cheap pen with no guarantee of quality?

5. For what particular quality is the WAHL-EVERSHARP pen known?

6. What was the name of the first thin lead mechanical pencil and in which city was it made?

Y. C. Lab. Proves WAHL-EVERSHARP Products

THE Y. C. Lab. Technical Division of Boston, Mass., through the Youth's Companion, recently made a test of WAHL-EVERSHARP pens and pencils and included the following in their report:

"The pressure that the average writer puts on a Wahl-Eversharp pencil is about three-tenths of a pound, which leaves an ample margin of safety, provided the pencil is properly used. Failure, or breakage of lead could be caused by too long an exposed portion, or by using an improper grade for the work at hand.

"An inquiry among a large number of people disclosed the fact that they are uninformed as to the various grades of lead available and the purposes for which they are generally used. Since the satisfaction of the user of the pencil is dependent upon the satisfactory operation of the lead, it seems desirable that further education along the lines of the proper use of the various grades is desirable.

"The uniformity of the results indicates that the method of holding the lead in the Wahl-Eversharp pencil is efficient and that the leads themselves are of a uniform quality and ample

mechanical strength. The finish and workmanship of the pencil is excellent.

On the Pen

"An examination of the pen point of the Wahl-Eversharp pen, under the microscope, shows the tips are smooth and without flaws of any kind. The metal of the tip adheres firmly to the point. Three of the pens were filled with ink and weighed. They were then held in an inverted position for about twenty-four hours and re-weighed. This procedure was followed for various amounts of contained ink, and in each case no loss was detectable. It was therefore concluded that no leakage would take place in operation regardless of the degree to which the storage bag was filled.

"All of the pens and pencils examined were most attractively finished. In view of the satisfactory results of these tests, I recommend that Y. C. Lab. issue a certificate and seal of approval to The Wahl Company."

LOUIS H. YOUNG,

Asst. Professor Physics,

MASSACHUSETTS INSTITUTE
OF TECHNOLOGY

Los Angeles Man Wins Question Contest ~

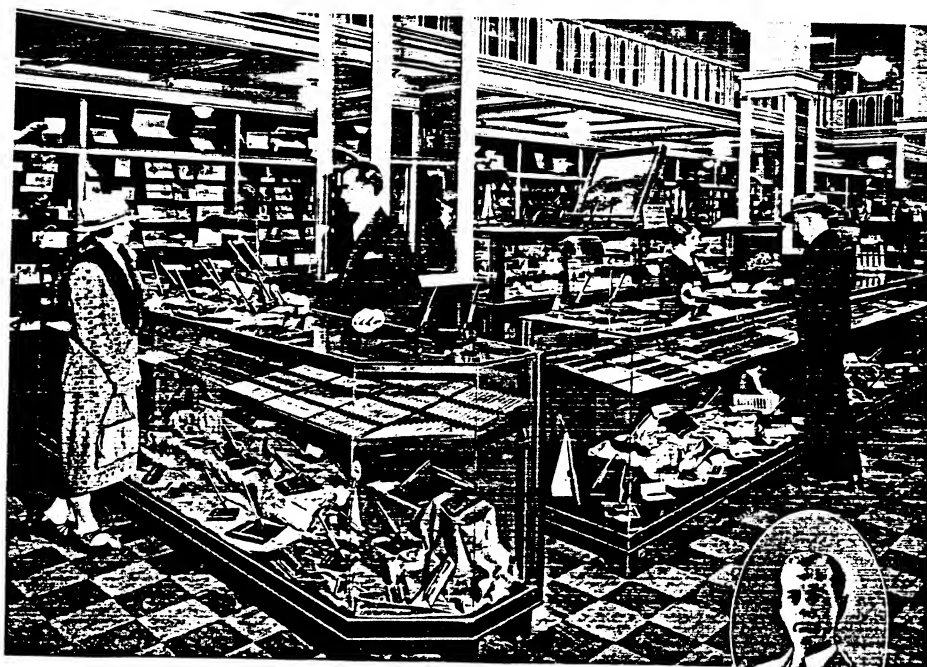
Meet Mr. Lowe

IT was a tough job! That of deciding the winner of the \$25.00 prize for having the best answers to the ten questions published in the last issue.

All contestants did a fine job on these questions, so well in fact, that the judges almost missed the mid-day lunch trying to make a decision in time for us to go to press. The honors go to Mr. M. E. Lowe, Manager, Fountain Pen Department, Schwabacher-Frey Stationery Company, Los Angeles, California, and he has received our check for \$25.00.

The picture clearly demonstrates the value placed on the pen department by Schwabacher-Frey. Near the front of the store, this department occupies valuable space where the merchandise is displayed in a manner to create attention. The lady shown in the picture is Mr. Lowe's assistant, Mrs. Clara Hafer, a very competent saleslady and a booster for WAHL-EVERSHARP merchandise. In addition to his assistant, Mr. Lowe has in his department an expert repair man who renders service on all WAHL-EVERSHARP pens and pencils. Mr. S. L. Stirling is the man who says: "I would rather service WAHL-EVERSHARP pens and pencils than any other make, as they are not complicated of mechanism and offer real pleasure in the handling of merchandise of quality."

The following deserve honorable mention for their efforts in answering the questions in the last issue:



Miss Esther L. Klein
Herbert & Huesgen Company
18 East 24th Street
New York, N. Y.

Mrs. I. C. Elv
Elv Jewelry Store
Beloit, Kansas

Miss Catherine Hornung
Oreo Ulbrich Company
186 Main Street
Buffalo, New York

Mr. M. Scott Hudson
The Star Printery
Third and Wall Streets
Muskogee, Oklahoma

Miss Florence Berry
Chapman, The Stationer
160 Main Street
Grand Junction, Colorado

Miss Mary Plasek
Perkins-Timberlake Company
Wichita Falls, Texas



National Stationers Annual Autumn Frolic to Convene Oct. 8th.

ONCE more the middle west has come into its own. At West Baden, Indiana, at the West Baden Springs Hotel the National Association of Stationers and Office Outfitters will convene in their 23rd Annual Convention on October 8, 1928. The meeting will last four days.

In this ideal location, in the largest and most beautiful room in the world and under the largest unsupported dome, the products of leading manufacturers in this line will be brought to the attention of those who attend.

The Wahl Company has been fortunate to secure a choice location. Booths 51 and 103 will be the home of WAHL-EVERSHARP products for these four days. Merchandise that is up-to-the-minute will be on display.

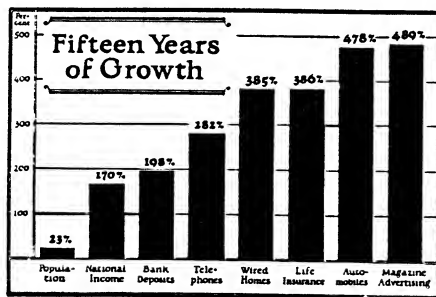
Stationers and Office Outfitters who are interested in new merchandising methods and better ways to increase business for a profit will be delighted with the program that has been arranged. The Wahl Company invites you. Remember the dates, Monday, Tuesday, Wednesday and Thursday, October 8, 9, 10 and 11.



"Good-Will" Defined

GOOD-WILL is the disposition of a pleased customer to return to the place where he has been well treated." That is the Supreme Court's definition, but good-will goes deeper than mere satisfaction over a business deal. Genuine service, unquestioned dependability and most of all a reputation for being human—these create good-will for a store, even in people who have never used its service.

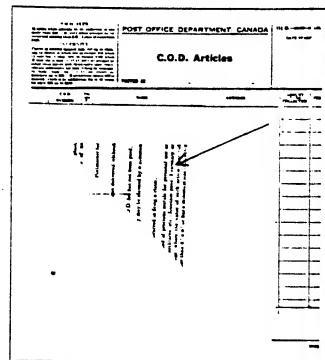
America Passes in Review Revealing Magazine Influence on National Life



WHY can you get Boston baked beans in Texas and Chile con carne in Boston, though Devonshire clotted cream is confined to Devonshire? Why are the newest fashions available today in Dubuque as soon as they are displayed on Fifth Avenue, though our grandmothers had to wait a year for them? Does this wide dissemination of ideas and manufactured articles make for sameness or variety in our national life? Are we enriched and unified, or "Standardized?" And what is the force—not operative in any other country—that has molded American thinking so remarkably during the past fifteen years. These are a few of the questions clearly answered in a new brochure, "Customs, Costumes, Habits—and the National Magazine," just published by the research department of the Crowell Publishing Company. It will be sent free on request to anyone interested.

EVERSHARP Gets Recognition in Canada

THAT the word EVERSHARP means value and high quality is evidenced by the fact that on the Canadian Postal slip shown here, certain articles when shipped C.O.D. and are



lost, no indemnity will be paid, while others, evidently considered more valuable, are paid for by the Canadian Postal Department.

The name EVERSHARP appears among those on which indemnity will be paid for loss in transit. The EVERSHARP pencil is internationally known. To hear it spoken means mechanical pencil superiority.



\$10.00 will be paid for any photograph of a WAHL-EVERSHARP window display that is reproduced in *Eversales*. Let's have your photos!

The power of suggestion is the strongest force at work in the sale of all merchandise. You can put that force to work by using these prepared ads in connection with the big newspaper campaign outlined on page 2.

Man, reading paper on bus: "What a sturdy-looking fountain pen that is. It's a WAHL-EVERSHARP."
 Fellow Passenger: "It sure is and it makes me think, I need a good pen, too."
 First Passenger: "Well, here you are. See that? The Company carries a complete stock."

Mr. Jones: "Jack, I sent my steno out today to buy a desk set for my new desk."
 Jack: "What'd she buy?"
 Jones: "You'd be surprised—A WAHL-EVERSHARP, and say, that's some pen."
 Jack: "That reminds me, I saw an ad in the paper yesterday on WAHL-EVERSHARP but was disappointed to find no tie-up ad by a dealer telling where the merchandise could be bought."

"Say, Bill, I signed a new lease yesterday. The man handed me a pen that just fitted my hand."
 Bill: "What was it?"
 First Man: "A WAHL-EVERSHARP."
 Bill: "A WAHL-EVERSHARP; look at this. Here's their ad and that drug store over on the corner say they carry a complete stock."
 First Man: "Good, I'll drop in there and look them over; I need a good pen; glad you showed me that ad."

Senior in College: "Mr. Black (manager of college bookstore), I need a good pen to start the year right. Saw an ad in last night's paper on the WAHL-EVERSHARP. Also what you say in recommending them."
 Mr. Black: "Yes, sir; we have a complete stock, here's an assortment of points. Try them; there's one here you'll like. Here's a pad."
 Senior: "That one does the trick, it writes good, how much?"
 Mr. Black: "\$7.00 and unconditionally guaranteed."
 Senior: "Fine; I need some ink, too."
 Mr. Black: "Here you are, the WAHL WELL, you're familiar with that."
 Senior: "I should say so, it's so handy."

STOP here for your Wahl-Eversharp Desk Set

We are in the stationery business. We've found it good business to deliver the right goods at the right price.

We take pleasure in offering Wahl-Eversharp Desk Sets. They are new and popular. They combine exceptional grace and beauty with the utmost in writing satisfaction.

We are headquarters also for **WAHL-EVERSHARP PENS AND PENCILS**

To insure getting just what you want, let us help you fill your writing needs.



(Dealer's Name)

No. 532

Get to the Point in buying Pens

We offer a genuine service to the man or woman, boy or girl, who wants a fountain pen.

We make it easy to try out any number of nibs, so you can pick the point that fits your writing stroke.

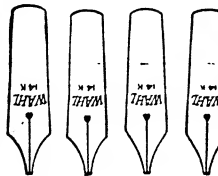
Among the fourteen graduated points of the

WAHL-EVERSHARP

line, there's one that writes like you.

Then, if you want it, the famous Eversharp pencil to match the pen. Prices lower than you'd expect to find.

See our complete line of writing tools.



(Dealer's Name)

No. 530

Order these electros by number. The enclosed order blank is for your convenience. They're sent FREE to WAHL-EVERSHARP dealers.

Approximately 555,664,900 People Will See These Ads before Christmas.

Why experiment in buying pencils?

We have tested all kinds of pencils, and know the leading makes thoroughly.

GENUINE EVERSHARP PENCIL

It has an unequalled record of long and satisfactory service. It has the up-to-date features that make for writing satisfaction.

For those who want a complete set of writing tools, the

WAHL-EVERSHARP PEN

to match the pencil.

We carry a complete stock of these most popular pens, pencils and desk sets. We can give you what you want and guarantee results.

(Dealer's Name)

No. 533

These are 1 column by 7 1/8" ads.

We are Headquarters for WAHL-EVERSHARP Pens and Desk Sets

We like to sell this good merchandise because we can stand back of it. Every time we make a Wahl-Eversharp sale, we make a satisfied customer.

Whatever your wants in the writing line, we can supply them. We take pleasure in helping you find what you want at the price you want to pay. Come in today.

(Dealer's Name)

No. 531